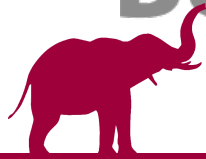




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**ELEPHANT
IN THE ROOM**

Ed. 5

Shades of Culture

One promise of globalization was, that as the world becomes smaller, it would become more coherent. Business men, Frequent Travelers, flying around the world, assume (claim), they have conquered the world and would know many things – if not all – about foreign cultures. And they don't miss to tell great war stories about cultural differences and taking clever judgements (...).

Truth is, many of those travelers have not got a clue what's going on around them and as one certainly knows, the world is as incoherent as ever.

We are in need of cultural intelligence (or: CQ), which means the ability to cross borders between different cultures and love doing it. CQ? Yes, the evolution continuous: whilst in the early days, IQ was everything, luckily EQ (emotional intelligence) came around and leaders appreciated that human beings are around and that EQ might serve as a good lip service, at least. This lip service then sounded "I am very good with people" and they suppressed the two words "like me". Now, CQ is the ability to work with individuals and lead people who are not like them...

So CQ is about understanding other peoples cultures? Of course. And that's it? Not at all. Do you know, dear reader, the single most difficult culture in the world, you have to crunch?

It is your own culture – and that one you really have to understand first. You need to understand yourself thoroughly (the scientifically grounded Leadership Potential Evaluation (LPE) Assessment as provided by BA would be a good start). *Then* you need to learn how to conform with other cultures, thus to cope with a smaller, but tremendously complex world.

Making the world, and your business, more coherent: being a leader to change things to the better.

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Ref. to our POV
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"Shades of Cultures –
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