MERCURY

Cultural Intelligence Program (CQ)

11 – 15 January 2027
Madrid (Spain)



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Ref: 121266_1025146 **Date:** 11 – 15 January 2027 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction

The Cultural Intelligence Program CQ equips professionals with essential skills to navigate diverse cultural environments effectively. It emphasizes understanding cultural norms, values, and communication styles to enhance workplace collaboration. Participants will learn strategies for adapting behavior and decision-making in global contexts. The program focuses on developing awareness, knowledge, and practical tools for intercultural interactions. It prepares leaders and teams to manage cross-cultural challenges confidently. By the end, participants will possess the insight to foster inclusive, productive, and culturally sensitive work environments.

Targeted Groups

This Cultural Intelligence Program CQ targets professionals seeking specialized knowledge and skills:

- International business managers.
- Human resources professionals.
- Project managers in multinational environments.
- Team leaders handling diverse teams.
- Diplomats and government officials.
- Educators and trainers in cross-cultural settings.
- Employees in global companies require cultural adaptability.

Course Objectives

Participants will achieve the following objectives through the Cultural Intelligence Program CQ:

- Enhance awareness of cultural differences and their impact.
- Develop adaptive communication skills across cultures.
- Understand global workplace norms and expectations.
- Improve conflict resolution in multicultural teams.
- Strengthen leadership effectiveness in diverse environments.
- Apply CQ frameworks in practical scenarios.
- Foster inclusive and collaborative team dynamics.
- Make culturally informed decisions in professional settings.
- Build confidence in international business interactions.

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Targeted Competencies

Participants will gain the following competencies during the program:

- Cross-cultural communication proficiency.
- Cultural self-awareness and reflection.
- Global teamwork and collaboration skills.
- Adaptability to varied cultural contexts.
- Conflict management in diverse teams.
- Strategic thinking in multicultural settings.
- Leadership that embraces inclusivity.
- Understanding of international business etiquette.
- Decision-making is sensitive to cultural differences.

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Negotiating contracts with international partners.
- Leading virtual teams across continents.
- Addressing cultural misunderstandings in the workplace.
- Adapting marketing strategies for global audiences.
- Handling workplace conflicts involving cultural norms.
- Conducting cross-cultural performance reviews.
- Collaborating with multicultural project teams.

Course Content

Unit 1: Foundations of Cultural Intelligence

- Define cultural intelligence and its components.
- Explore the importance of CQ in global business.
- Identify personal cultural values and biases.
- Understand cultural frameworks and models.
- Examine the impact of culture on communication.
- Introduce strategies for cultural adaptation.
- Recognize cultural stereotypes and assumptions.

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Unit 2: Cultural Awareness and Sensitivity

- Assess cultural dimensions in various regions.
- Study verbal and non-verbal communication differences.
- Develop listening skills for intercultural understanding.
- Explore cultural etiquette and norms.
- Analyze case studies of cultural miscommunication.
- Practice empathy and perspective-taking in diverse settings.
- Recognize cultural cues in professional interactions.

Unit 3: Intercultural Communication Skills

- Apply effective communication strategies across cultures.
- Manage language barriers and translation challenges.
- Improve clarity in virtual and face-to-face communication.
- Adapt negotiation techniques to cultural contexts.
- Use storytelling to bridge cultural gaps.
- Enhance presentation skills for international audiences.
- Practice feedback and conflict resolution with cultural sensitivity.

Unit 4: Leading in Multicultural Environments

- Explore leadership styles across cultures.
- Build high-performing multicultural teams.
- Develop culturally adaptive decision-making strategies.
- Encourage inclusion and collaboration.
- Address biases in leadership and management.
- Implement global talent management approaches.
- Foster resilience in cross-cultural teams.

Unit 5: Applying Cultural Intelligence in Practice

- Integrate CQ into daily work routines.
- Evaluate real-world business case studies.
- Design action plans for intercultural challenges.
- Develop strategies for global networking.
- Practice CQ in simulated workplace scenarios.
- Measure the impact of CQ on performance.
- Reflect on personal growth and continuous learning.

Final Insights & Key Takeaways

Cultural intelligence is a critical skill for thriving in global environments. This program equips participants to lead, collaborate, and communicate effectively across cultures.