



CULTURE BOLEH!

GLOBAL TRAINING

Culture drives **People**, **People** drive **Business**

Training Courses



“In a world where crossing boundaries is routine, CQ becomes a vitally important aptitude and skill.”

- Harvard Business Review



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About Culture Boleh Global Training

Who We Are

Culture Boleh Global Training PLT is a Malaysian/Canadian company with 20 years of local experience and cultural understanding. We specialize in building strong cohesive relationships between local Malaysians and international colleagues and clients. Our training is always practical and ensures all participants will be comfortable to learn and to share during our sessions. We believe that all organizations that embrace the cultural differences among their staff become stronger, more competitive and more profitable.

What We Do

We provide organizations as well as local and expatriate individuals with the awareness, understanding and skills needed to build lasting relationships with people of other cultures and backgrounds. We help organizations to develop a communication strategy that creates a Cultural Intelligence among their staff. With Cultural Intelligence, their staff will possess the skill set to communicate regionally or even globally. Cultural Intelligence will also enable them to effectively give global presentations and write proposals, reports or emails to global audiences.

How We Can Help You

By developing cross-cultural understanding and intelligence, your staff will save your organization time and money. Cross-cultural understanding and intelligence will ensure you build strong lasting business relationships with colleagues, clients and customers. We can help your staff spend less time explaining the meaning of what they write or correcting misunderstandings. Additionally, your staff will learn how to build trust, cooperation and a strong organizational culture of effective global communication.

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Our logo tells the story of the transformation of an individual from one culture who adapts to communicate and work with individuals from another culture. We could illustrate it this way: Imagine you are from Country Culture Yellow, but you have received a work assignment to Country Culture Blue. Your way of thinking, acting and communicating are totally different. However, you set out to learn and understand your new host country's culture. Over time and with effort you embrace aspects of your new culture, but still keep your original cultural identity. What is the outcome? You become Green! You are able to communicate both socially and within the business environment in a way that demonstrates great cultural intelligence. You are truly successful in your new work assignment.

Of course the same example could illustrate the transformation of a student studying overseas in a new culture. It could also equally apply to a single culture team working with a manager or team from a different culture.

The point of our logo is that we stay true to ourselves, but at the same time embrace and adapt to our new cultural environment and ways. We **GO GREEN!**



Principal Trainer Profile

Steve L. Muhs

Qualifications

- Advanced Certified in CQ (Cultural Intelligence)
- Certified Executive Coach (Marshall Goldsmith Stakeholder Coaching)
- Certified Assessor of the GLOF 360 Leadership Assessment
- M Ed (TESOL)
- PSMB Certified Trainer



Steve knows what it's like to adapt to a new culture. He hasn't just studied it...he's *lived* it.

Before beginning his teaching career, Steve worked for one of the oldest and most established brokerage houses in Canada. His role within the company was that of regulatory compliance and education.

After realizing his true passion was in education, he decided to change his career path and focus more on teaching and training. This brought him to Malaysia 15 years ago. After completing his M Ed (TESOL) in 2003, he has worked within all areas of Learning & Development here ever since. In this time, he has been involved in instruction, training and curriculum development within the education community and the corporate world.

Steve is an enthusiastic and dedicated trainer who operates an active learning environment and always keeps his students amused and challenged. He thrives on challenges and is always looking for ways to engage and affect his audience.

With over 20 years of teaching and training experience, Steve has a very acute understanding of what is required in order to get ideas across clearly and in an engaging manner. He regularly participates in or leads workshops and training sessions, often giving presentations to upwards of 2000 participants. In 2015 he became a *Certified Executive Coach (Marshall Goldsmith)* and in January 2016 completed his *Advanced Certification as a Cultural Intelligence facilitator and examiner (Cultural Intelligence Center)*.

Steve is a member of the global community and as such has enjoyed the opportunity to work with and train people from over 30 different countries. During the past 10 years Steve has had the privilege of working with many multi-national organizations, such as **Dell, HP, Intel, PETRONAS, GM, Kia, Philips, American Express and dozens more.**

Steve is an excellent communicator and has enjoyed working with a variety of organizations throughout Asia, designing and facilitating courses that have cooperatively met their objectives with great success.



Lead Trainer Profile

Martin C. Bonner

Qualifications

- PSMB Trainer
- Advanced CQ Certified Facilitator
- Certified English Language Trainer (T.E.S.O.L.)



Having lived predominantly in South-East Asia for the past 25 years, Martin has amassed an in-depth and detailed understanding of Asian culture, its rich diversity, and many nuances, having travelled to over 26 different countries.

During this period, he has worked extensively in assisting others in developing a similar understanding and in cultivating communication skills that help bridge any perceived cultural divides. He has conducted at varying levels over 600+ coaching and training sessions designed to provide the education, cultural and moral betterment of the audience through more effective communication, and by providing individuals with the awareness, understanding and skills needed to build lasting relationships with people of other cultures and backgrounds. He is strongly motivated to help people to see their potential.

He is also known as very effective public speaker, even developing an adult education course for Public Speaking for Belfast University, Northern Ireland.

Adelina Mathews M.A.

Qualifications

- PSMB Certified Trainer
- Advanced CQ Certified Facilitator
- BA in English (U.S.)
- MA in Sociolinguistics and Multilingualism (U.K.)



With over 20 years of experience in teaching and training at different universities and institutions in Malaysia, Japan, Thailand, and the US, Adelina is able to tap into a plethora of experiences in sharing, connecting and engaging with people from all walks of life. Having spent more than 10 years living and working outside her home culture of Malaysia, Adelina is keenly aware of what is needed in order to adapt to new cultures and build the right relationships. With her diverse background, Adelina's main goal is to help her clients assimilate to new cultures and life experiences. She strives to help people understand and express their ideas clearly. She enjoys coaching, teaching and motivating them in the hopes that the skills they learn will help them push through challenges in life and work. Adelina has provided training in both the private and public sector for Malaysian, Korean, Thai, Japanese and Libyan nationals.

She is also passionate about health and natural wellness as it offers empowerment for individuals to pursue their highest potential.



CULTURE BOLEH GLOBAL TRAINING PROGRAMS

Cross-Cultural Training

Learn to build strong, trusting and cohesive relationships with global business partners



Cross-Cultural Training

Working Smart in a Multicultural Organization

Designed for MNCs & GLCs, this course will enable anyone who works with individuals from other cultures to communicate their ideas, concerns and instructions with clarity and effectiveness. Participants will understand what is involved in sharing in meetings with clients, colleagues or managers from other cultures. We will help ensure you achieve your greatest success when communicating with those of other cultures.

Communicating Effectively Across Cultures

Are you beginning to hire outside of Malaysia? Expanding your business regionally or globally? Employees who are able to communicate inter-culturally are proven to improve the success and profitability of their organizations. This course will enable you and your staff to understand other cultures, successfully work with them and empower you and your team to look forward to your next opportunity to engage in cross-cultural communication.

Developing Cultural Intelligence - Workshop

The most sought after soft skill among global leadership is CQ. Are you planning to work globally? Are you starting to manage a global team? Learn the 4 key elements of CQ and how you can develop each of those elements to ensure your global success. This course includes the [CQ multi-rater assessment](#).



Developing Cultural Understanding - Bridging the Gap Between Cultures (Country/Culture Specific Course)

Do you have a “western” manager? Is your HQ located overseas and do you communicate and interact with individuals from that specific culture weekly or even daily? Have you learned to overcome the specific challenges that arise from working with people from other cultures? This course will help you and your local staff to understand the differences between your culture and the specific country's culture you are working with. We will help you to develop a strategy and action plan to achieve intercultural success, build trusting relationships and ensure clear communication.



Cross-Cultural Training (continued)

Developing A Global Communication Strategy

Strong communication skills are the backbone of success. Learn to develop the right thinking, attitude and habits regarding communication in order to achieve results. During this course, participants will be empowered to produce a communication strategy that works for them. They will be guided to develop a big picture view of specifically relevant situations, and then develop and implement an effective communication strategy.

International Customer Service Excellence – Using Cultural Intelligence

An important goal for any organization with a global presence is to provide excellent customer service or support, thus ensuring customer satisfaction. This program will help participants learn to communicate clearly and effectively with their customers, understand their customers' needs and develop the ability to successfully convey their message across to them, avoid and deal with conflict as well as gain the ability to use Cultural Intelligence in providing customer service to their clients wherever they may be based.

Using Cultural Intelligence to Build Collaboration and Cooperation in a Multicultural Organization

For teams to succeed in today's competitive global environment, they must have the drive, knowledge and strategy to collaborate effectively with colleagues from diverse cultural backgrounds. This program will help participants develop Cultural Intelligence that will help them overcome common challenges to collaboration and in turn contribute to a cooperative and collaborative work environment.

Intercultural Teambuilding

Great teamwork consists of individuals who are committed to working together in achieving common goals. While an organization may be made up of different individuals from many cultural backgrounds and with varying abilities, talents and experiences, teambuilding activities can help bring everyone together to be equal in an important way – commitment to the organization and to each other. This teambuilding event provides the best opportunity for participants to see how Cultural Intelligence can be put into application through various fun-filled activities. They will get to know one another better and learn to work cohesively together through challenging but enjoyable activities that showcase Malaysian and other cultures.

Cross-Cultural Training (continued)

Global Mobility

Successfully Living & Working in Malaysia

Designed for expats and their families who have taken up a work assignment in Malaysia. Learn about the people, the language, the culture and how to work effectively with your Malaysian team. Get comfortable in your new host country by learning where to shop, where to get the best medical care and also about some wonderful places to visit and vacation while you're in Malaysia.



Successfully Living & Working in Malaysia - Mini Workshop

A 3-hour mini workshop that allows a group of expats to have a brief introduction to working and living in Malaysia successfully.

Successfully Living & Working in Malaysia – For Educators

Educators have a unique set of challenges in teaching and leading in Malaysia. This program helps school leadership and teachers understand the background of their local Malaysian colleagues, parents and students. It also introduces how they can use Cultural Intelligence on the job and in the classroom.

Intensive Malay Language Program

Bahasa Melayu (Malay) is the national language of Malaysia. This **20-hour program** is designed to provide expats with an introduction to Malay and help them achieve a working ability to converse in typical Malaysian life settings. Learn how to converse with your friends and families using proper grammar, pronunciation and intonation with the help of real life scenarios, role plays, videos and presentations.

Cross-Cultural Training (continued)

Leadership

Managing Global Teams

Managing global teams can present a very unique challenge. How someone addresses problems, communicates, builds trust and expresses/receives feedback can vary greatly depending on their cultural values. This program will help managers learn how to lead their diverse team effectively and navigate through a variety of workplace relevant intercultural challenges.

Effective Leadership - In a Malaysian Cultural Context

As a Malaysian in a leadership role, you've read books on leadership and probably attended training as well. In most cases though, those books and training sessions are designed and delivered based on "western" cultural values. This training will help you know what an effective Malaysian leader is and how they act and communicate with those they lead. You will not only learn how to get the most out of the team you lead, but how you can motivate your team to GIVE you their best.



Cultural Intelligence for Global Leadership

There are 4 key components to Cultural Intelligence as developed by the Cultural Intelligence Centre in the US. This program includes an assessment of each participant to identify their current CQ performance as a leader and areas they can focus on to develop CQ to a greater degree. Leaders will also be clearly shown how they can build a successful strategy to achieve their global leadership goals. This course includes the [CQ multi-rater assessment](#).

Building Leaders for Multicultural Organizations

Leading within our own cultural context can be a challenge. An even more enormous challenge is for culturally diverse organizations to identify those who have potential to lead across cultures. This program will enable current leaders to identify and then develop local talent that can lead multicultural teams tomorrow.



Cross-Cultural Training (continued)

Stepping Stones to Leadership - The Skillful Global Communicator

The Stepping Stones to Leadership series of training is designed to guide participants from a subordinate role to a leadership position by building the participants' confidence and professional skills. Participants will focus attention on how to clearly convey their message either in writing or face-to-face with their colleagues and clients, and develop the skills needed to motivate and influence those they work with. Participants will be helped to identify and define their leadership style and then communicate effectively based on that style.

Building Trust in the Workplace – Avoiding Gossip and Rumour

As social creatures, we have a natural tendency to be interested in other people and engage in casual talk among acquaintances and workmates. However, if left unchecked, an innocent conversation can quickly veer into harmful gossip and the spreading of rumours. This program focuses on **creating a culture of trust and respect** at the workplace. Participants will learn how to show personal interest while maintaining a respectful view of other people's affairs. This program encourages participants to commit to strategies that will contribute to a negative gossip and rumour-free working environment.

Successfully Leading Change Management – the Malaysian Way

As an organization strives toward global success, its needs, processes, systems and structure could change to ensure continuous improvement and growth to match global industry standards. Great attention is often focused on implementing the changes with the least amount of disruption, downtime and expense. However, what is often neglected is the **impact of change on its people** and the identification of specific behaviours that are required to successfully lead, communicate and drive organizational changes. You will be helped to develop effective strategies that will enable you to communicate and manage the changes in a way that demonstrates trust between you and your staff.

Culturally Considerate Critical Thinking Workshop

The ability to think critically is increasingly sought by individuals, institutions and employers. However, this ability does not come naturally to most of us. Our cultural background and education system play an important role in shaping the way we think, perceive and analyse information. As a Malaysian, do you find it easy to analyse a situation, consider the implications and make clear judgments? Are you often called upon to examine evidences

and provide solutions to problems? Do you feel comfortable to question irregularities, even when senior staff are present? This workshop is designed to help you learn how to overcome cultural barriers to critical thinking while remaining comfortable in doing so. You will develop effective strategies that will enable you to think, reason and reflect critically in all aspects of your personal and professional life.

Medical Tourism

Developing Cultural Intelligence - For Medical Professionals

Malaysia has been rated as one of the top destinations of medical tourism. Hospital administrators want to make their international patients feel as comfortable and respected as possible. This course trains your medical and non-medical staff to ensure your patients always feel understood and cared for no matter where they are from or what their needs are.



International Customer Service Excellence – Cultural Intelligence for Healthcare Providers

A trip to the hospital can be a stressful and daunting experience for many patients. By providing excellent customer service at an international standard, hospital employees can greatly alleviate patients' anxieties and turn their hospital stay into a pleasant and positive experience. This program trains your hospital staff to develop specific skills and abilities to recognize patients' and visitors' unique needs, and adapt accordingly in order to provide superior customer care.

The course outlines for the above programs can be requested or a tailored outline can be prepared for your organization.



Global Presentation Skills

Learn to engage and persuade while presenting to people from any background or culture



Global Presentation Skills

Presenting Yourself and Your Message with Confidence to A Global Audience

In today's global business environment, people want to be engaged. We live in a world where people want constant stimulation and a clear message no matter where they live. This requires you to develop strong global presentation skills in order to succeed. Your presentations have to connect with people, draw them in, but they also must be informative, clear and motivating. Understand the anatomy of a successful global presentation and you will achieve it all.



Getting Involved - Presenting and Communicating During Conference Calls and Meetings

Do many of your staff feel shy to speak up during meetings? Do they hesitate to share their opinions? If they are asked to present during a meeting or video conference, are they overwhelmed with fear? In order to build participants' confidence, this course covers three main areas: Planning, designing and presenting with confidence. By the end of the course, participants will know how to confidently develop and deliver presentations in person or through a conference call that will keep their audiences' attention and achieve success.

Shaping Your Message and Your Presentation Delivery for Global Results

Audiences from differing cultural backgrounds have varying expectations for an effective presentation or speech. Persuading an audience in Japan is very different than persuading one in Australia or the US. This course helps you develop the right skillset to shape your materials and presentation in order to achieve results wherever you are presenting and to whomever you are presenting to.

The course outlines for the above programs can be requested or a tailored outline can be prepared for your organization.

Global Writing Skills

Learn to write to anyone, anywhere and achieve your intended results



Successful Global Business Writing Skills

Every day we send and receive a massive amount of written communication. When we write to our intended audience, we want them to clearly understand and act on what we write. This is a very basic aspect of universal communication. However, poor grammar, a limited vocabulary, differing communication styles and poor planning can result in our message being completely ineffective. This program ensures your message is received with clarity and builds a positive image of your organization's communication culture.



Writing Effective Proposals for a Global Audience

Persuasion is very much rooted in what people care about. As a result, persuading a person from one cultural perspective can be very different from another. This program covers how to build your message around what your particular client or customer cares about and how you can persuade them specifically to accept your proposal.

Global Emailing that Achieves Results

Learn how to write emails to anyone, anywhere and get results. This program covers the language, formatting and content of an effective global email.

Global Business English

Many organizations have identified talent that they would like to use in a more regional or global role. However, the employees' grasp of English prevents them from being promoted. This course is designed to build your staff's confidence to express themselves in Global Business English. It also develops in them the understanding of the language needed to communicate internationally in a clear and professional manner.

The course outlines for the above programs can be requested or a tailored outline can be prepared for your organization.



These Tea Talks have been designed for busy professionals and organizations that want to keep their staff up to date with current business topics but are limited in how much time they can commit to training. **Each Tea Talk is approximately 2-2.5 hours in length.** They can be held in-house or *Culture Boleh Global Training* can host the event after hours at a location comfortable for your staff.

Title	Summary
Dealing with Difficult People-Bring Out the Best in Others	Life has become filled with difficult people who can more easily access us because of modern technology. Difficult people can make life anything from unpleasant to completely stressful. However, it is fully within our grasp to bring out the best in people who are at their worst. During this talk, you will learn how to understand, manage and smoothly overcome any obstacle created by a difficult person.
The Art of Asking the Right Questions to Get the Best Out of Your Team	How well do you ask questions? It isn't really a skill taught in business school or tested on exams. But being able to ask the right kind of questions at the right time can be the key to opening doors, opening people's minds and exploring possibilities. Questions can help us to understand our team or our subordinate's thinking on issues. It can enable us to grasp the thinking process of an individual that led them to a particular conclusion or decision. Quite simply, the right questions can equal understanding. Understanding equals success. This Tea Talk will help participants develop the art of asking the right questions to achieve understanding of themselves and others they work with no matter where they are in the world.
Are You Ready to Work & Communicate Globally?	When an opportunity comes your way to work globally, will you have the skill set to adapt to varying communication styles? Problem solving, negotiating and even small-talk are greatly different depending on the individual's cultural background. Attend this Tea Talk and you will better understand the differing communication styles of global business partners and colleagues. Participants will take their first steps in developing Cultural Intelligence, which can lead to confidently taking up global roles.



Tea Talks (continued)

Title	Summary
How to Ask for Feedback that Will Actually Help You	<p>‘Do you have any feedback for me?’ When was the last time you asked this question? Did you get the answer you wanted? Was the feedback helpful and actionable? In our honest moments, most of us know we need to improve in the way we do specific tasks, build relationships, share things with others, etc. The reality is that we do not easily identify our own areas of improvement. We need someone to help us. Depending on our level of management within our organization and our cultural perspective, we may find it very difficult to actually receive feedback we can act on. In many cases we may get the ‘keep doing what you’re doing’ ineffective and untrue response from teammates or subordinates. Many of our leaders may also find it difficult to really identify what we specifically need to improve on and so may just speak in generalities. This Tea Talk is designed to help you identify 5 ways that can ensure you get the feedback you want (need) and get it delivered in a way you can surely better yourself with.</p>
Supercharge Your Productivity	<p>We live in a world that is digitally demanding. Armed with ever more ways to connect with each other and to stay current in every moment, we often aren’t sure where to put our focus. We find it harder to give all of our attention to anything — or anyone — for very long. The consequence is that we’re undertaking more and more tasks every day, but they often add up to less and less real value. During this Tea Talk, we will discuss what, in short, it takes to be productive and efficient in a world of infinitely rising demands, and endless potential distractions.</p>
Keys to Keeping Millennials Engaged	<p>As Millennials enter the workforce in greater numbers, management is faced with the dilemma of how to engage this generation which is so much more technically savvy, globally aware, and at times more demanding than their X predecessors. Once an organization identifies real talent, how do they ensure that they can keep it within their fold? Millennials are much less likely to display company loyalty over the course of their career and much more likely to be concerned about going where the grass appears greener. This Tea Talk will help management of all generations see how they can meet the millennials’ expectations and get the most out of them. It will also help participants to understand the Millennial value and priority system.</p>



Tea Talks (continued)

Title	Summary
5 Ways to Get Your Boss to Buy into Your Ideas	So much of our career advancement is connected to the contributions we make within our origination. One of the greatest challenges is just getting the opportunity and the nerve to pitch our ideas to our bosses. How can lower/middle management get their bosses of a variety of cultural backgrounds to buy into their great ideas? In this Tea Talk, we will look at 5 specific methods you can use to make sure those great ideas you have don't just collect dust on the shelf, but get every chance to be implemented.
Making a Good Impression in 30 Seconds	Opportunities to show who we are and what we can contribute can slip by at lightning speed. We need to be ready to make our mark in a moment's notice. Whether at a cocktail party, an open house, a corporate event or even a tea talk at Starbucks, we want to seize every chance we have to quickly make a good impression on senior management or a key connection. This Tea Talk will help you to know how to emboss on your listeners' mind why you are different, of value and should be remembered.
3 Keys to Successful Networking	We all know networking has the potential to dramatically enhance our careers; making new connections can introduce us to valuable new information, job opportunities, and more. But despite that fact, many of us are doing it wrongly. Many executives, even when they desperately want to cultivate a new contact, aren't sure how to get noticed and make the right impression. This Tea Talk will cover three key areas all of us can give specific attention to in order to network locally or globally for results.
How to Build Your Personal Brand	We are all familiar with the world's top brands and how hard they work to maintain their dominance. How effective are you at building your own personal brand? When your name is mentioned by clients, colleagues or management, what characteristics of yours are dominant in their minds? How do you want to be perceived? What brand image have you created? Personal branding has now become a prerequisite to career success. Therefore, we all need to be constantly looking for ways to build a stronger more lasting brand for ourselves. This Tea Talk will focus on 10 specific ways we can build a strong personal brand.

"90% of leading executives from 68 countries said finding effective cross-cultural personnel is a top management challenge."

- Economist Intelligence Unit





Global Leadership Assessments

Culture Boleh Global Training PLT is certified to administer and debrief the following global assessments. Both assessments are internationally recognized and accredited, and enable you and your organization to accurately measure where your greatest potential lies and how you can achieve all your career goals.

Discover your global potential.

Two CQ Assessment Options

1. CQ Multi-Rater Assessment

Multi-Rater Assessments provide the most

accurate assessment and feedback on CQ because they combine self-assessment with observer-feedback. Participants and their observers complete online surveys and participants receive a 20-page personalized feedback report. Reports provide detailed feedback on the **four CQ capabilities**, the sub-dimensions of each CQ capability, a comparison of scores with the CQ worldwide norms, individual **cultural value orientations**, global potential scores, reflection questions and a personalized action plan.

2. CQ Self-Assessment

Self-Assessments provide feedback on how individuals view their own CQ capabilities. Participants complete online surveys and receive a feedback report on their CQ capabilities.

Why choose the CQ Assessments by the Cultural Intelligence Center?

Defining Characteristics of the CQ Assessments

1. **Measuring** intercultural performance and skills rather than personal preferences and orientations.
2. Being **peer reviewed** by academics around the world and subsequently published in more than 100 academic A-level journals. Whereas, the items for most cultural inventories are not shared with external academics, making the reliability and validity uncertain.
3. Offering a **validated**, multi-rater, 360 version of the assessment as well as a self-assessment.
4. Reporting outcomes to individuals based upon their CQ assessment results (e.g. We can accurately predict how well an individual will negotiate cross-culturally or how well one will function on a multicultural, virtual team.)
5. Providing company-specific norms and subsequent analysis, strategies, and interventions based upon what the data reveals.



Global Leadership Assessments (continued)

Global Leader of the Future

360 Assessment for Leaders in a Globalizing Business Environment

By Marshall Goldsmith

Leadership assessment designed by multinationals for multinationals

The assessment is specifically designed for leaders in a globalizing business environment and is based on in-depth research involving CEOs of Fortune 100 companies, 18 global thought leaders and 300 international business executives at 200 organizations of 120 multinationals on 6 continents. The GLOF measures the skills and competencies that today's global leaders need to master and shows emerging leaders the areas they need to develop in order to succeed as effective leaders in a globalizing and competitive business environment.

Organizations use the GLOF for leadership development, succession planning and talent management to assure that leaders succeed in international roles.

The GLOF is typically used for leaders who:

- Lead an internationalizing business
- Are country managers
- Manage diversity and across cultures while interacting with stakeholders in their functional responsibilities related to e.g. supply chain, human resources and finance
- Lead international functional or project teams
- Have the potential and ambition to measurably grow their global leadership skills.



Marshall Goldsmith
Stakeholder Centered Coaching

Guaranteed & Measurable
Leadership Growth

MAKING YOUR DIFFERENCES YOUR STRENGTHS



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