

Culture intelligence

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Culture Intelligence Culture is the artistic and intellectual aspect of civilization. Today, one of the greatest challenges confronting the global business environment is cultural intelligence or sensitivity. Culture plays a crucial role in the economy of a country and helps in promoting a suitable business environment. It is very important to understand how business communication is impacted by culture and how employees and businesses interact globally. This can be done only by training workforce on Cultural Intelligence. Teams and organisations that are at odds with one another and co-operate well across the cultures will prosper in an increasingly global economy. It is crucial for any business environment to understand cultural differences for future growth and relation. As per David Livermore, management guru, Cultural Intelligence is the “ capability to function effectively across national, ethnic and organisational cultures”. Indifference to cultural diversity in the present day business world is not welcome. In a corporate environment it is very essential for people to open up to new cultures and practices. As per different studies, up to 40% of managers sent on foreign assignments end them early, the primary reason being their lack of adaptability in the new culture. Lack of awareness of cultural capital may lead to a divided outlook. Understanding and respecting cultures promotes better interaction. In certain countries, punctuality is an indicator of a person’s sense of discipline. Likewise, it is considered disrespectful in certain cultures to talk while you eat. So it is evident that to adapt to a new culture, one must understand the culture and the distinctive values associated with it. The three Culture Quotients, Cognitive, Behavioral and Motivational, are the determinants of a professional business personality. All the three quotients, in equal measure, provide the creative potential for the

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organization's success outside confines of its native culture. Works Cited "Leading with Cultural Intelligence - The New Secret to Success" David A. Livermore. 2009. Book. 10 May 2011