7 Cultural intelligence (CQ)

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This chapter will cover:

- ☐ Cognitive aspects of CQ
- ☐ Metacognition aspects of CQ
- ☐ Motivation aspects of CQ
- ☐ Behavioural aspects of CQ
- ☐ Cultural intelligence: CQ and events
- ☐ Developing CQ

Introduction

In the previous chapters we have discussed EEDI, inclusion, and culture and its theoretical foundations. These chapters feed into how we can utilise this knowledge and reflect on how these elements together provide an underpinning base to enable us to understand and justify the need for cultural intelligence (CQ). Throughout the professionalisation of the event sector, focus has been placed on more overt core competencies and industry-specific skills, such as strategic planning, legal, finance and budgeting, HR, team leadership and collaboration, marketing and promotion, and risk assessing for health and safety. Acknowledging that these skills are not just necessary but highly valued within the sector, we recognise that minimal consideration has been given to how event professionals (and those who train and accredit them) identify and develop those skills that are more challenging to quantify, such as cultural competence, and, by extension, CQ. It is evident that as other forms of intelligence are recognised across the industry, such as intelligence quotient (IQ) (Sternberg, 1985, in Earley & Ang, 2003), emotional quotient (EQ) (Mayer & Salovey, 1990, in *op cit*) and social quotient (SQ) (Thorndike, 1920, in *op cit*), all of which have become more prominent in contemporary organisational and management discourse.