

# CULTURAL INTELLIGENCE (CQ) IN STRATEGIC COMMUNICATION

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Cultural intelligence includes 4 pillars:

- Metacognition (Subconscious self-awareness)
- Cognition (Conscious knowledge of cultural data points)
- Motivation (Willingness to engage in intercultural interactions)
- Behavior (Taking right actions)

CQ has proven to be beneficial for job satisfaction and positive workplace outcomes, with metacognition leading the charge in internal communications and organizational culture. But the benefits don't stop there. CQ is pivotal in transmuting narratives and public messaging, as CQ offers a glimpse deep into the psyche of your target audience.



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## MESSAGING TIPS & TRICKS

Consider the following as you design your next campaign:

- What are the spiritual/religious beliefs of your target audience and what norms and behaviors do these beliefs drive?
- What historical and cultural narratives drive the conscious and subconscious behaviors of your target audience?
- How does your target audience establish and cultivate trust?



**NEED HELP? SCHEDULE YOUR CONSULTATION!**



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