

Common Purpose CQ Accelerator



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Cultural Intelligence Accelerator

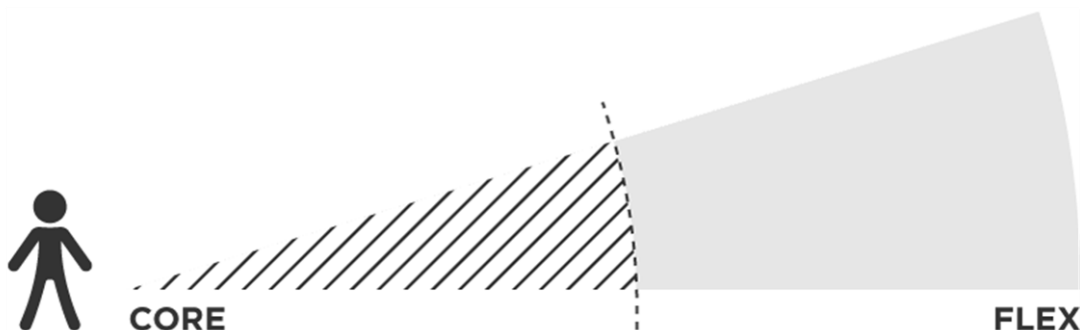
The Cultural Intelligence (CQ) Accelerator is an experiential online leadership course designed to grow Cultural Intelligence—the ability to cross boundaries and thrive in multiple cultures, as we define it. It is underpinned by our thought leadership in our Founder’s book: ‘Cultural Intelligence: The Competitive Edge for Leaders Crossing Boundaries’ published by Bloomsbury.

Our cutting-edge online curriculum has been designed with the needs of modern leaders in mind, combining new methods of content delivery and interactive learning. They explore core concepts such as uncovering their Core & Flex, identifying and overcoming their Knots and biases and how to use cultures colliding as a spark for innovation. Participants also hear the thoughts of senior leaders from organisations such as EY and Amazon, and their peers from universities across the world.

As a result of the CQ Accelerator, participants will become:

- more inclusive and better able to lead modern resilient teams
- better able to uncover the cultural drivers and behaviours that influence how they and other participants operate
- better able to embrace diversity and leverage the role it can play in innovation.

The course features 8 hours of self-directed learning that is accessible to participants across 3 weeks. Our CQ Accelerator also includes an embedded ‘Leading Across Cultures’ micro-credential that students can earn after completing the course to deepen learning and commit to action ahead.



Behaviours, skills, capabilities, values, beliefs, identity, spirit

Asynchronous course methodology & technology

Stage One: Online Social Learning

Combining new methods of content delivery and interactive learning, the online components of our courses utilise:

- videos as catalysts for participants to reflect on their own experiences, stimulate comments and discussion
- articles to help participants dig deeper into particular elements of the curriculum
- discussion activities to stimulate thinking and reflection on topics
- dynamic exercises to facilitate structured reflection and group engagement.

LMS flexibility (LTI compliant)

You have the option of using our purpose built Learning Management System (LMS), which is also LTI compliant, or integrating the course into your own LMS or intranet.

Stage Two: Embedding the Learning

We provide practical assessments throughout the course to embed students' learning. We can also work with you to deliver real time, facilitated sessions during and after the course to deepen students' learning. Following successful completion of assessments which demonstrate acquisition of the learning outcomes students can earn the micro-credential.

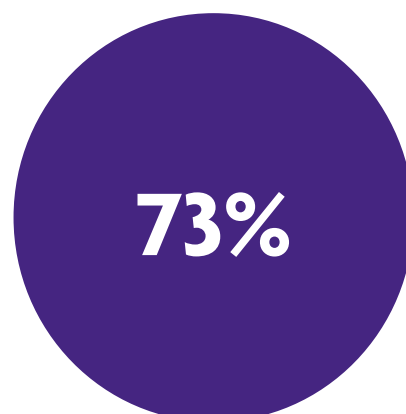
Stage Three: Reporting and assessment

We compile reports based on assessment data taken pre- and post-course. This enables you to track the impact on the cohort and benchmark it against others.

“Before taking part in this course I had never heard the term ‘Cultural Intelligence’. The concept of understanding the implications of diversity based on my own experience is not something that had crossed my mind, but now I see developing these skills are an essential component when being a part of such a globalised society. The CQ Accelerator journey has given me the tools with which I can further develop my own Cultural Intelligence, both for my future life and career.”

Student, University of Bristol
Common Purpose 2020 Online

In 2020, the CQ Accelerator has had the following average completion rate for UK universities:



Learning journey

1 - Modern leadership

Section 1: The World is changing

An introduction to Cultural Intelligence, where participants learn its evolution and relevance, and why it is integral to modern leadership. An exploration of how increased Cultural Intelligence helps leaders make better decisions and lead more innovative teams by taking advantage of the diversity dividend.

- Welcome to the CQ Accelerator - video activity
- What is Cultural Intelligence? - article activity
- The modern leader - exercise activity
- The need for Cultural Intelligence - video and article activity
- The demands of the modern world - exercise activity
- What do we need to proceed in building Cultural Intelligence - article activity

Section 2: Stories of Cultural Intelligence

Leaders from across the world share their stories of when Cultural Intelligence has had an impact on their lives and careers. Participants are asked to share and discuss similar stories. The section finishes by discussing the opportunities and challenges that Cultural Intelligence, or the lack of it, poses for individuals.

- Moments of Cultural Intelligence - video activity
- Everyone has a different story to tell - exercise activity

Section 3: More than Individual Identity

An introduction to a series of activities that help participants develop their Cultural Intelligence using Common Purpose's Core and Flex framework. Participants will start to uncover what is it that we cannot or will not change about ourselves, and why is it important to start to ask ourselves these questions to develop our approach to inclusive leadership.

- The Core and Flex model - video and article activity
- What is your Core and Flex? - video and article activity
- Questioning yourself - discussion activity
- The role of values in leadership – video activity
- Behaviours and beliefs in Core - exercise activity

Section 4: Reflection

An opportunity to reflect on the insight gained throughout the activities of the week's learning.

- Trying something new – exercise activity

Learning journey

2 - Looking inwards

Section 1: Finding, Knowing and Revealing

A section focussed on how participants can use experimentation to further define their Core. Participants will also explore why they need to reveal their Cores to others in order to grow their Cultural Intelligence. Are we more flexible than we think? How do we perceive ourselves versus how others perceive us?

- Exploring what's Core - video activity
- Digging deeper into who we are - discussion activity
- Learning to Flex - article activity
- Building trust based relationships - article activity
- Sticking with your Core when challenged - discussion activity

Section 2: It's Not All Set in Stone

Participants will explore how their Core and Flex can shift over their lifetimes and life stages. They will see and hear senior leaders reflecting on their journeys, and then discuss their own experiences with their learning cohort. In this section, participants will unpick the similarities and differences in Core and Flex, and will begin to explore how they will work with people who have different Cores and different Flexes to them.

- The balance between Core and Flex - article activity
- The anchor (grounding ourselves) - video activity
- The need to be open and authentic - exercise activity
- The sliding scale between Core and Flex - video activity

Section 3: Knots and biases in our Core

Participants start to dig deeper into conscious and unconscious bias, and what biases they may hold that, as well exploring how blind spots in leadership can affect our decision-making.

- Knots and biases in leadership - article activity
- Identifying your knots and biases - exercise activity
- Undoing the knots and biases - video activity
- Having courageous conversations - video and article activity

Section 4: Reflection

An opportunity to reflect on the insight gained throughout the activities of the week's learning.

- What have we taken away from this week - exercise activity

Learning journey

3 – Looking outwards

Section 1: Dealing with conflict (internal and external)

Participants explore how do leaders work through conflict at individual, team and organizational levels. As we work more with people and organization who think and operate differently to who we are how do we ensure that we can create sparks of creativity and innovation from diversity, and work through clashes and conflicts more effectively.

- The intersection between different Cores and Flexes - article activity
- Working with different people - discussion activity
- Clashing Cores - video activity
- Organizational Core - video and article activity
- Organizational Core vs. Individual Core - video activity

Section 2: Putting up Barriers

In this section participants will unpick the barriers we face, and put up, when trying to build our Cultural Intelligence. As we go out and as we start to put behaviours into practice how do we ensure that we continue to build our Cultural Intelligence and overcome the obstacles that will come in the way of developing a more inclusive approach to leadership.

- Looking outwards: things to be mindful of - article activity
- The role of language - video activity
- When to use humour - video activity
- The importance of local knowledge - article activity
- Understanding physical behaviours - exercise activity

Section 3: Cultural intolerance

When cultures are not respected in can cause breakdowns in working relationships and in how we see the world. Participants will look at the need to stand up and be accounted for when they see cultural intolerance in the world, as well as the role they can play in creating more cohesive societies.

- Standing up to intolerance - article activity
- Our experiences of cultural intolerance - video and exercise activity

Section 4: Where Are We Now

The concluding section helps participant to understand the relevance of what they have discovered and sharing this with the learning cohort. Here we will examine and create action plans around what will participants do differently in the future through structured reflection activities.

- Reflecting on the programme - video and exercise activity
- Looking forwards and action planning - video and exercise activity
- Continuing to build our Cultural Intelligence post programme - article activity

About Common Purpose

Common Purpose is a not-for-profit organisation founded in 1989 that develops leaders who can cross boundaries. This enables them to solve complex problems both in organizations and in cities. We deliver face-to-face and online leadership programs for multiple generations of leaders: from students in universities to senior leaders in organizations and society. Over 35,000 university students and 65,000 emerging and senior leaders have been through our programs.

Common Purpose Student Experiences are headquartered in London and supported by our Board of senior leaders from:

- Africa Finance Corporation
- AWS
- Google
- EY
- University of Warwick
- Bloomsbury Publishing
- Uber

We have partnered with world-class universities, including some of the top universities globally:

- Harvard University
- University of Oxford
- National University of Singapore
- University of Hong Kong
- RMIT University
- State University of New York
- Nanyang Technological University
- University College London
- IIT Bombay
- University of Edinburgh
- University of Chicago
- IIM Bangalore
- Western Sydney University
- The University of Western Australia
- King's College London
- Boston University

We partner with organisations in the field of student leadership, such as:

- Fulbright
- Universitas 21
- Westpac Scholars
- National Youth Council of Singapore
- All-China Youth Federation
- AIESEC
- CRCC Asia
- Hong Kong Federation of Youth Groups
- Association of Commonwealth Universities

Our Corporate Partners who have enabled these programs include:

- GE
- FWD
- UnionPay International
- Diageo
- BP
- Goldman Sachs
- Prudential
- DP World
- Power Corporation of Canada
- Expedia

Awards for our student work include:

- Winner of the “Championing Diversity Award”, PIEoneer Awards 2018



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