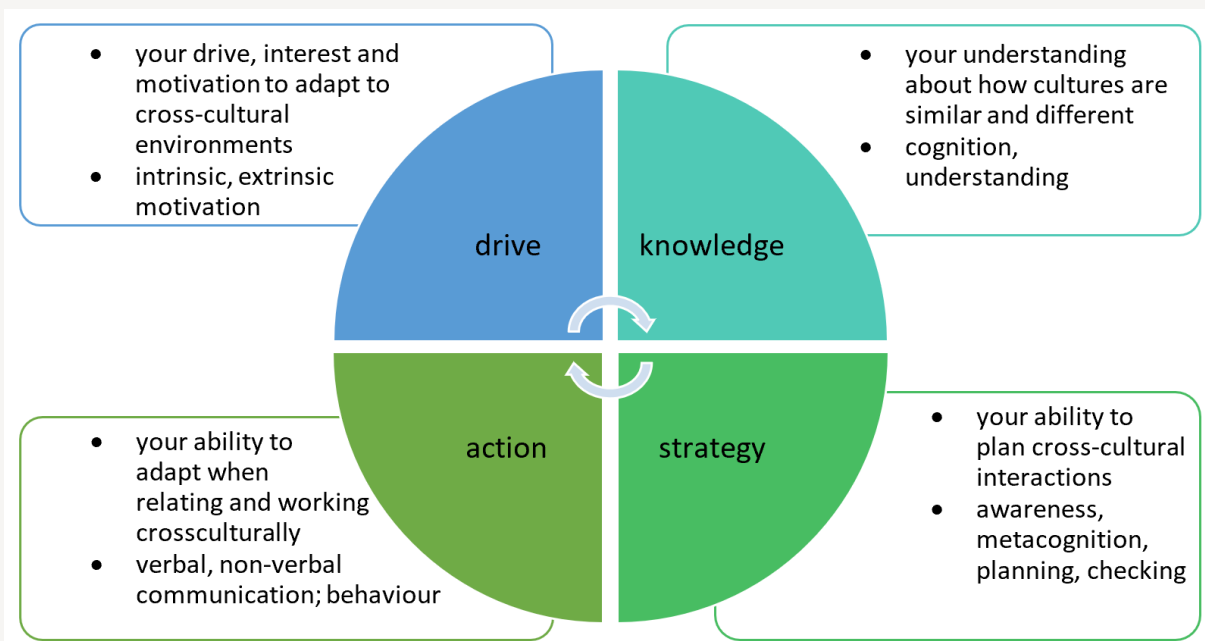


DIGITAL STORYTELLING (DST): SPECIALIZED ASSIGNMENT 17

INTERCULTURAL LITERACY 3: COMMUNICATING IN BUSINESS WITH CULTURAL INTELLIGENCE (CQ)

Phase 1) What is CQ?

- Read about [cultural intelligence](#) and study the following model of CQ. Discuss with others how you understand it. What are your key takeaways?



Adapted from two Internet resources: [Trainers Library \(2020\)](#) and [HR Concept \(2020\)](#)

- What other intelligences do you know? How do they relate to CQ?
- Summarise your ideas on Padlet.

Phase 2) Relate the CQ model to your own cultural experience

- Think about your own cultural experience. Did you manage to follow the model? What worked well? What challenges did you face? What can you do better next time?
- Relate the CQ model to the steps you need to take when developing a communication strategy with different audiences (e.g., team mates, customers, stakeholders).
- Summarise your key learning/findings from this assignment.

