



# CQ Ministry Kit



CULTURAL



INTELLIGENCE



CENTER

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## INTRODUCTION

The *CQ Ministry Kit* makes the cultural intelligence research available to those serving in various ministry contexts.

Cultural intelligence, or CQ, is a globally recognized way of assessing and improving effectiveness for culturally diverse situations. It's rooted in rigorous, academic research conducted by scholars around the world. Leading organizations in business, education, government, and healthcare are adopting CQ as a key component of their work domestically and globally. In addition, a growing number of ministries around the globe are adopting CQ as a key component for how they serve cross-culturally.

Research demonstrates several consistent results for individuals and organizations that improve CQ, including:

- ✓ Improved Multicultural Team Performance
- ✓ More Effective Service to Culturally Diverse Members/Constituents
- ✓ Growth in Culturally Diverse Contexts
- ✓ Better Global Leadership

The cultural intelligence model and tools are uniquely suited to support ministries and churches serving across cultures at home and abroad.

For more information on the peer-reviewed research behind CQ, visit: [www.culturalQ.com](http://www.culturalQ.com)

### **What we do**

The Cultural Intelligence Center conducts rigorous research on cultural intelligence and uses the findings to develop new methods and tools for improving cultural intelligence.

### **Why we do what we do**

When cultural intelligence is increased; diverse perspectives create better solutions.

### **Who we are**

We help individuals, corporations and organizations reach their global potential by helping them assess and develop their cultural intelligence.

## ***Why is this topic relevant in ministry?***

There's nowhere that the topic of cultural intelligence should feel more at home than among a group of ministry leaders. This isn't about trying to be politically correct nor is it about being ashamed for being a monocultural church or organization. Instead, it's about tapping the vast potential that exists when our ministries better reflect the colorful, diverse nature of God and God's world.

There are abundant examples of culturally ignorant ministry. A few of the statements that have emerged from our research on this include:

From an Ugandan leader:

“We're not a zoo of poverty. So please put away your cameras for a while.”

From an African-American pastor:

“I'd love to be invited to speak at your church about something other than issues of race.”

From an older church member:

“Don't assume that just because we're old, we have nothing to offer any more. We've given our sweat, blood, and tears to this church. And now we're just being written off.”

From a younger church member:

“Please give us a chance to make the faith our own. We'll make our share of mistakes but our attempts to re-think the gospel is not that we're simply angry and rebellious.”

From one denomination to another:

“Presbyterians are all caught up with their highbrow theology but they can't live it out.”

“Pentecostals get all emotional but it's hard to find much intellectual substance.”

But it doesn't have to be this way. Short-term and long-term missionaries can learn and serve effectively and develop reciprocal relationships rather than exploitive ones. Churches can be places where a diversity of ages, ethnicities, and socio-economic

backgrounds provide a richer experience for everyone involved. And ministries of all kinds can more effectively accomplish their mission in today's multicultural globalized world.

Thank you for your commitment to culturally intelligent ministry by joining us in this endeavor!

### ***What can you achieve with this kit?***

The *CQ Ministry Kit* will help you integrate cultural intelligence (CQ) into your ministry. Whether it's to increase CQ among your team members, to improve how to work with others on your multicultural team, or prepare for short-term missions, this kit will give you the resources you need to be better equipped to minister effectively across cultures.

The *CQ Ministry Kit* explains how to assess your ministry's CQ and help you prepare to teach the "Culturally Intelligent Ministry" workshop. It also gives you applicable teaching exercises and case studies to use in the workshop. Additionally, suggested readings and articles are provided for reference and to use along side the workshop resources.

## 1/2 Day Workshop Teaching Notes



### SECTION 1: Introductions

15 minutes

#### Slide 1

Welcome the group and introduce yourself.

#### Slide 2

Begin with the following icebreaker to introduce group members to each other and get them talking. Even if participants already know each other, the exercise will allow for interesting discoveries and conversation.



**Exercise:** Explain to participants that the room is a map and point out where each continent is located. Ask participants to go stand by the furthest place from your current location that they’ve traveled. Once participants are in place, instruct them to introduce themselves by answering the following questions: Where did you go on this continent? Why? What was it like?

#### Slide 3

An alternative to the introduction exercise in slide 2 is to break the group into small groups and ask them to introduce themselves to each other by giving their name and ministry [alter if participants know each other]. Then ask participants to answer the following question: To what degree were cross-cultural “issues” and relationships part of your upbringing? De-brief this exercise by talking about the role our upbringing plays in how we talk about today’s topic.



## **SECTION 2: Introduction to the Workshop**

5 minutes

### **Slides 4-6**

Explain to the group that your time together will be spent talking about how we minister effectively across cultures. Slides 4-6 give statistics that will help you build a case for why culture matters. (Adjust these as needed based upon your context. For example, if you're teaching a group of people in Canada, it's easy to get demographics that are specific to Canada or even to the specific city involved).

### **Slide 7**

#### **Talking Points**

Culture matters! Culture plays a significant role in how we understand any of the issues presented in the previous three slides. Culture shapes the way we talk about the gospel. It matters for how we go about responding to some of the greatest needs of our world-e.g. poverty, human trafficking, and orphans. And it matters in our relationships with one another as Christians and fellow human beings.

The definition of culture that we're using today is, "The collection of beliefs, values, behaviors, customs, and attitudes that distinguish one group from another." That includes national and ethnic cultures. But it can also include cultures made up of various generations, different socioeconomic groups, and different parts of a country. Today's workshop applies to all these kinds of cultural differences.

### **Slide 8**

Play the CQ Ministry.mov. video (1:25 minutes) that accompanies this kit and explain that it will help introduce the day.

### **Slides 9-10**

Give a quick overview of the day and distribute the CQ feedback reports to participants. Let them know you'll be walking through them.



## SECTION 3: Mapping Cultural Differences

45 minutes

\*This section pertains to the **Basic Plus** version of the *CQ Self-Assessment* only. If participants took the Basic, skip to slide 34 or revise the way you teach this since they won't have their personal ratings for the seven cultural values.



*Prep Material:* In preparation for this section, we recommend reading *Expand Your Borders: Discover Ten Cultural Clusters* (Livermore, 2013). This book can be purchased by going to [www.culturalQ.com/books.html](http://www.culturalQ.com/books.html).

### Slide 12

Ask participants to turn to the end of their feedback reports to the section with the heading, “Cultural Values”. Let them know you'll get to the rest of the report a little later.

### Slide 13

#### Talking Points

Researchers have organized the world's population into ten cultural clusters. These clusters are large cultural groupings that share some similar patterns of thinking and behavior. All of the typical cautions about stereotyping apply here. You can't categorize the entire world into ten large groups. But these provide a good starting point for seeing one's self in light of the dominant norms of these ten clusters. The ten cultural clusters are based upon Ronen and Shenakar's work and the GLOBE Leadership Study.

### Slide 14

Ask participants to highlight their culture of origin on their reports. Or you could have them circle a cluster they want to better understand as a result of today's workshop.

#### Talking Points

This section of the report gives you feedback on your preferences in seven cultural values. These values are typically used to describe the norms and preferences of