



Wominjeka Festival, 2015. Image by James Henry



EPACENTER Community Event, 2019. Image by Amir

BUILDING COMMUNITY & FAMILY PARTNERSHIPS THROUGH ENGAGEMENT STRATEGIES AND CULTURAL INTELLIGENCE

FRAMING

- Introduction
- Why is understanding 'Culture' and 'Community' important to building partnership development?
- Tools for developing partnerships
 - Cultural Intelligence and Cultural Capabilities
 - Community Engagement
 - Project Management and planning for success
- Overview
- Questions



FROM THE BEGINNING



CULTURAL INTELLIGENCE

- Cultural Intelligence or CQ is a strategy for developing your cultural understanding.
- CQ is a system of capabilities that have been researched with over 100 peer-reviewed journal articles.
- By developing your CQ capability you will be better equipped to function effectively in a variety of cultural contexts i.e. ethnic, organizational, generational.

MYTHS

- International Experience = CQ
- Technical Competence = Success
- High IQ = High CQ



THE 4 CULTURAL CAPABILITIES

- **CQ Drive**

The extent which you are energized and persistent in your approach to situations i.e. multicultural settings and experiences.

- **CQ Knowledge**

The degree to which you understand how culture influences how people think and behave.

- **CQ Strategy**

The extent to which you are aware of what is going on in a multicultural setting.

- **CQ Action**

Being able to act appropriately in a multicultural situation

THE 4 CULTURAL CAPABILITIES & ME

- **CQ Drive**

- Begin with positive intent
- Develop curiosity and assume the best

- **CQ Knowledge**

- Develop a rich, well organized understanding of culture
- Meet people, ask questions, read and consume culture that is outside if your own

- **CQ Strategy**

- Before an engagement plan ahead and do your research
- During check your assumptions and expectations
- After reflect and apply your learnings were appropriate in the future

- **CQ Action**

- Use all of the 3 other Cultural Capabilities to get an understanding of
- when to adapt your verbal flexibility i.e. tone, pace of speech
- when to adapt your non verbal flexibility i.e. facial expressions, eye contact and gestures



BEST PRACTICE IN COMMUNITY ENGAGEMENT

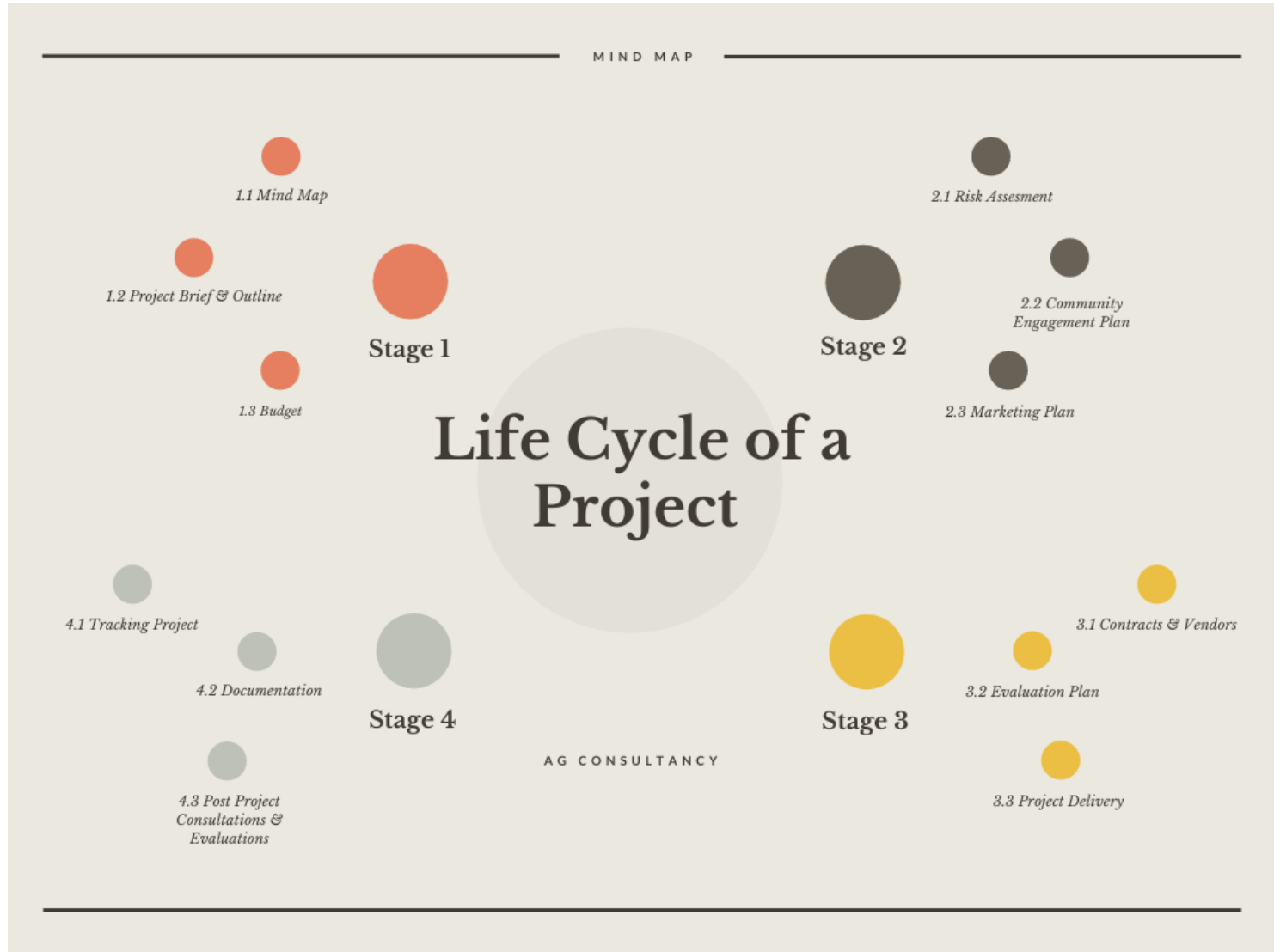
- Primarily, this approach focuses on both the process and output
- It builds on community strengths and where needed, develops new capacities
- Key elements of this approach are: invitation from an outside source or community to work collaboratively on an issue or challenge, start the way you want to finish, consultation and engagement, opportunities for co-creation and an open and transparent evaluation process.

"The most important strategy is to build a relationship and not just to assume people get it, in other words, the strategy is not to mail a brochure or to send an e-blast, and be waiting for them to come. The strategy is to find out where they are, find what they like and have a dialog" Donna Walker-Kuhne Author of 'Invitation To The Party'

"The relationship is the project" Jade Lillie



PLANNING FOR SUCCESS





WHAT WE KNOW SO FAR

- Partnership development can not happen without an understanding of Culture and Community
- CQ is tangible and we can work on developing our Cultural Capabilities
- Community Engagement is a helpful framework for working with communities
- Developing a project plan helps you plan for success

Global Express, Image by Shutterstock



QUESTIONS