

# Cultural Mapping Inventory



CERTIFICATE IN  
INTERCULTURAL COACHING



Knowledge  
Workx

What it looks like, what is involved, what you can do with it

# The Inter-Cultural Intelligence Certification Journey



# KnowledgeWorkx Capabilities Profile

## THE NEED FOR INTERCULTURAL AGILITY

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Our world is deeply interconnected, from trade and climate to global talent and pandemics. Our lives are intertwined in a vast network of virtual and in-person relationships across diverse geographies and cultures.

Our world needs Intercultural Agility.

Intercultural Agility is a skill set that companies worldwide are adopting to help global teams collaborate more effectively, bridging cultural divides and creating environments where everyone can thrive and belong.

As Artificial Intelligence evolves at a rapid pace, we must cultivate Intercultural Agility to navigate this wave of change.

The growing complexity of our interactions demands that we move beyond superficial cultural understandings. We need the ability to peer below the surface to understand how behaviors are created & interpreted in every culture around the world, make that understanding an instinct, and use that instinct to build cultural bridges across our increasingly global world.



# OUR APPROACH

We equip you with a proven methodology to uncover cultural preferences in individuals, teams, groups, and target audiences. This methodology also extends to reveal cultural preferences in systems, policies and communication.

We employ a blend of psychometric and socio-metric assessments to shed light on cultural and behavioral drivers. This illuminates the why behind people's thinking, speaking and acting, as well as the systems they create.

We help you peer below the surface to understand how behaviors are created and interpreted in every culture around the world - and make that understanding an instinct.



INTERCULTURAL  
AGILITY  
A KnowledgeWorkx Brand



# THE IMPACT

Leaders, teams and employees and organizations equipped to:

- **Excel in the global landscape.**
- **Create universally and locally effective HR.**
- **Outpace competition in entering new markets.**
- **Foster relationships with staff and clients.**
- **Infuse the organization with agile global DNA.**
- **Cultivate an inclusive culture for global talent.**
- **Infuse Intercultural Agility in communication.**



## Company Snapshot

**20+** years of experience integrated and holistic approach  
(Consult, Learn, Coach, Certify)

Serviced clients in **70** countries in all spheres of society  
(NGO, Corporate, Communities of Faith, Education,  
Government)

**800+** Certified Practitioners living in **55** countries.



# WHY DEVELOP YOUR INTERCULTURAL AGILITY

In our globalized and interculturally complex world, it is time to recalibrate the way we look at culture.

We believe people have unique cultural preferences in the same way they have a unique, personality driven behavioral style. This is why KnowledgeWorkx created the **Inter-Cultural Intelligence (ICI)** framework and methodologies to help you develop **Intercultural Agility (IA)**.

As you develop Intercultural Agility, you will not only learn the relationships between your culture, your colleagues' culture, company culture, and national culture; you will learn what to do with that information, as well as develop the competencies to think and act appropriately.

The Inter-Cultural Intelligence framework consists of a powerful set of methods and tools which allow you to develop great intercultural teams (including distributed teams), equip global leaders, manage intercultural stakeholders, bridge cultural communication gaps, develop global HR practices, globalize the DNA of your organization, and successfully navigate the corporate and intercultural landscape of mergers and acquisitions.

Culture is an integrated part of a person's perceptions at the deepest level; it influences every interaction we have on a day-to-day basis. In the past, it was difficult to take culture into account in a practical business sense, because pinning down such a wide-ranging influence on specific behaviors was difficult.

The Inter-Cultural Intelligence framework allows you to assess culture at a pragmatic, personal, and organizational level. We can put our finger on the building blocks of culture in a fashion similar to what many psychometric tools have done for the personality side of human behavior. We assess the (inter)cultural side of the thinking, the speaking, and the acting of everybody involved – through the ICI framework and methodologies.

To examine the building blocks of culture in detail, we developed unique lenses and models of cultural interaction. These lenses and models make it possible to pull an understanding of culture into our practical day-to-day operations, with great and lasting benefit.

Three Colors of Worldview Certified Practitioners apply their certification in:

- Cultural Agility Development
- Intercultural Communication
- Collaboration and Partnership Development
- Intercultural Relationship Management
- Onboarding and Induction
- Coaching (Executive, Leadership, Team)
- Global Leadership Development
- Client Engagement Across Cultures





# Virtual Inter-Cultural Intelligence Certification

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## Inter-Cultural Intelligence

### *Levels*

**LEVEL 1: Three Colors of Worldview Certified Practitioner**



**LEVEL 2: Inter-Cultural Intelligence Certified Practitioner**



**LEVEL 3: High Performing Intercultural Teams Certified Practitioner**



**LEVEL 4: Inter-Cultural Intelligence Consultant**





# LEVEL 1 - PROGRAM OVERVIEW

The **Virtual Inter-Cultural Intelligence Journey** is designed to accommodate busy schedules and allow you to get equipped with Intercultural tools from the comfort of your home, thereby saving a significant amount of money, travel and time.

The program includes the following:

- Level 1 – 6 Virtual Live Sessions (120 minutes per session)
- Fully supported with pre- and post- session work and assignments to be completed as part of the journey (3 - 5 hours of pre- and post- work per session)
- Journey spread over 8 weeks
- Your own Three Colors of Worldview (3C) Discovery Tool and Personalized Report
- 5 additional Three Colors of Worldview profiles to be used in the Graduation Project (one of each profiles will be used during the Certification session and will count towards the Graduation Project)
- Facilitator's Kit (Handouts, PowerPoints, Videos, Case Studies and other resources) through MyKW – KnowledgeWorkx's dedicated Assessment Center and File Manager
- 1-year complimentary access to MyKW

## Registration

Starting dates will be announced on our website. Select your date and register here: [www.knowledgeworkx.com/certifications/ici](http://www.knowledgeworkx.com/certifications/ici)

The journey is designed and fully supported on the Promote learning platform. The cohorts will be small and intimate, allowing us deep discussion and flexibility with scheduling.

## Summary of topics:

### Level 1

- **Perceptions & Patterns:** Perception Builders & Breakers, DIR, Single Story, Cultural Critic and Cultural Learner
- **Three Colors of Worldview** (Individual and Team Reports & Applications); self-discovery, reading others, enabler<>disabler mechanisms, Team Analysis, developing Team Culture

## Completing the Certification

To complete the certification journey, participants need to submit evidence of:

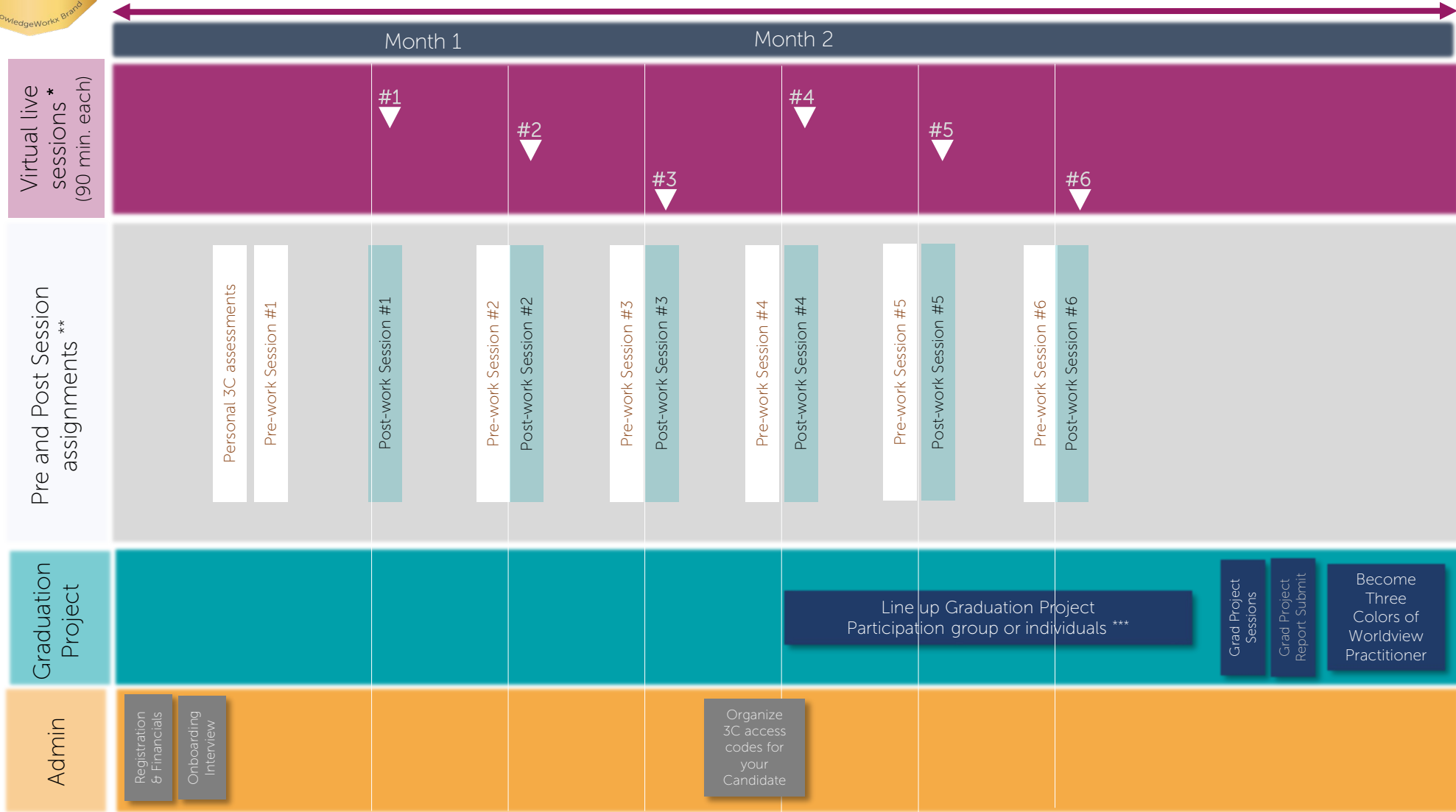
- Successful facilitating Perception Management and Three Colors of Worldview workshop with a minimum of 5 people (approximately 8 engagement hours). OR:
- Coach a minimum of 5 people (2 sessions per coachee; approximately 10 hours).

After completing the certification journey, participants become part of our network of "Three Colors of Worldview Practitioners".



# INTER-CULTURAL INTELLIGENCE CERTIFICATION JOURNEY

## Level 1



Level 2  
**BECOME A CERTIFIED INTER-CULTURAL INTELLIGENCE PRACTITIONER**

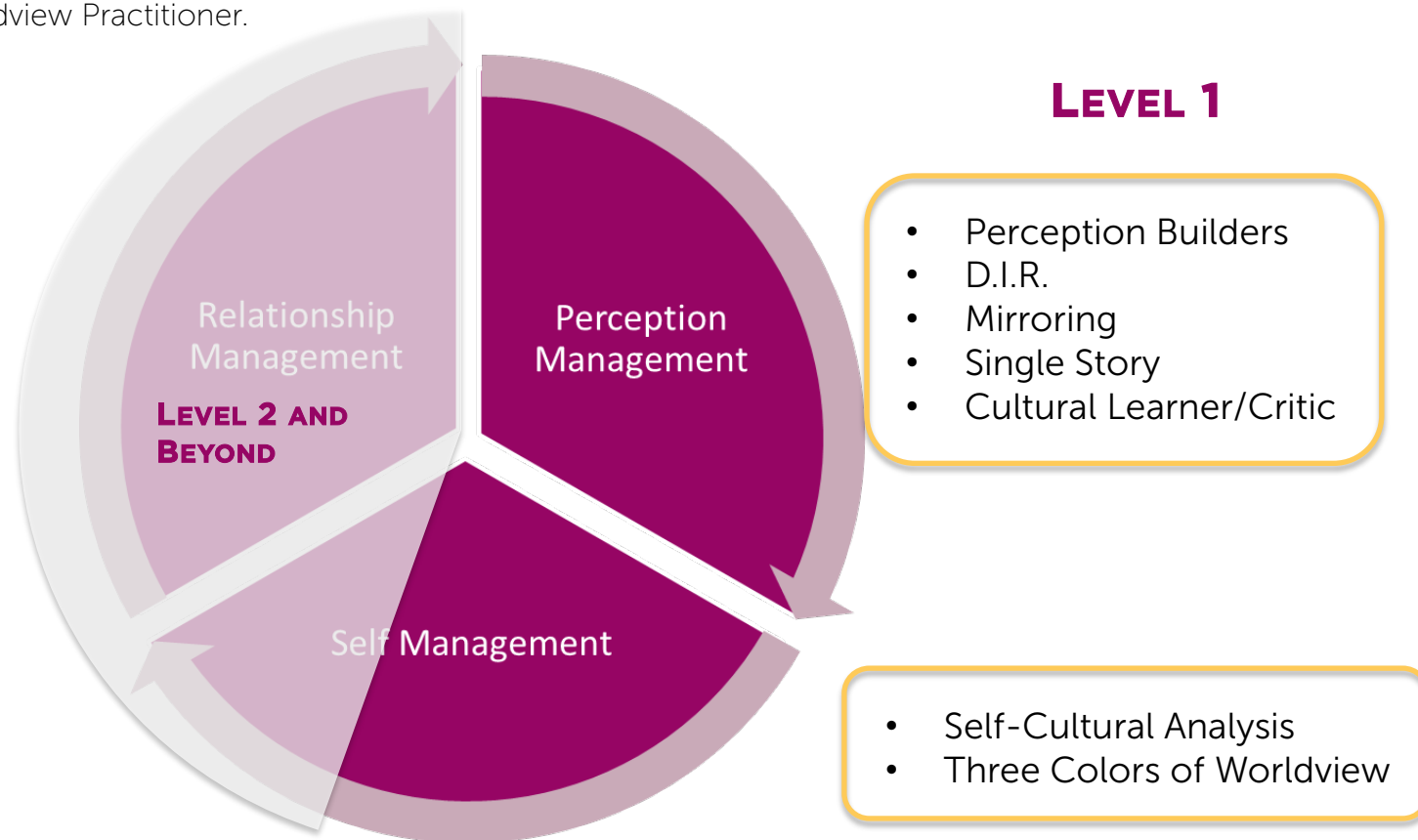
\* The certification journey will last between 8 and 10 weeks depending on scheduling possibilities for each cohort  
 \*\* The combined amount of time required for each session (prework, virtual session and post work) is between 3 – 5 hours per session)  
 \*\*\* A minimum of 5 individuals in a group workshop (8 hours facilitation in total) OR: 5 coachees with 2 coaching sessions each



# INTER-CULTURAL INTELLIGENCE LEARNING ELEMENTS

Intercultural Agility starts with slowing down and getting to a point where we start to pay attention to things that our brain may normally not pay attention to. In other words, we need to perceive better, see better and hear better. That is crucial as it allows us to gather the information, we need about ourselves, about the other person, about the relationship and about the context to start developing our intercultural agility. Thus, Intercultural Agility equips people to effectively work across diverse global stakeholder network and is broken down into the below three categories.

The ICI Certification is focused on the Perception and Self Management modules. In Level 1, we explore Perception Management and move into the first areas of Self Management, the Three Colors of Worldview. For application practice we will practice one-on-one debriefs with the Three Colors of Worldview reports. The other areas mentioned in Relationship Management and Self Management are application areas that you could grow into after you have become a Three Colors of Worldview Practitioner.







# THE INTER-CULTURAL INTELLIGENCE DEVELOPMENT FRAMEWORK

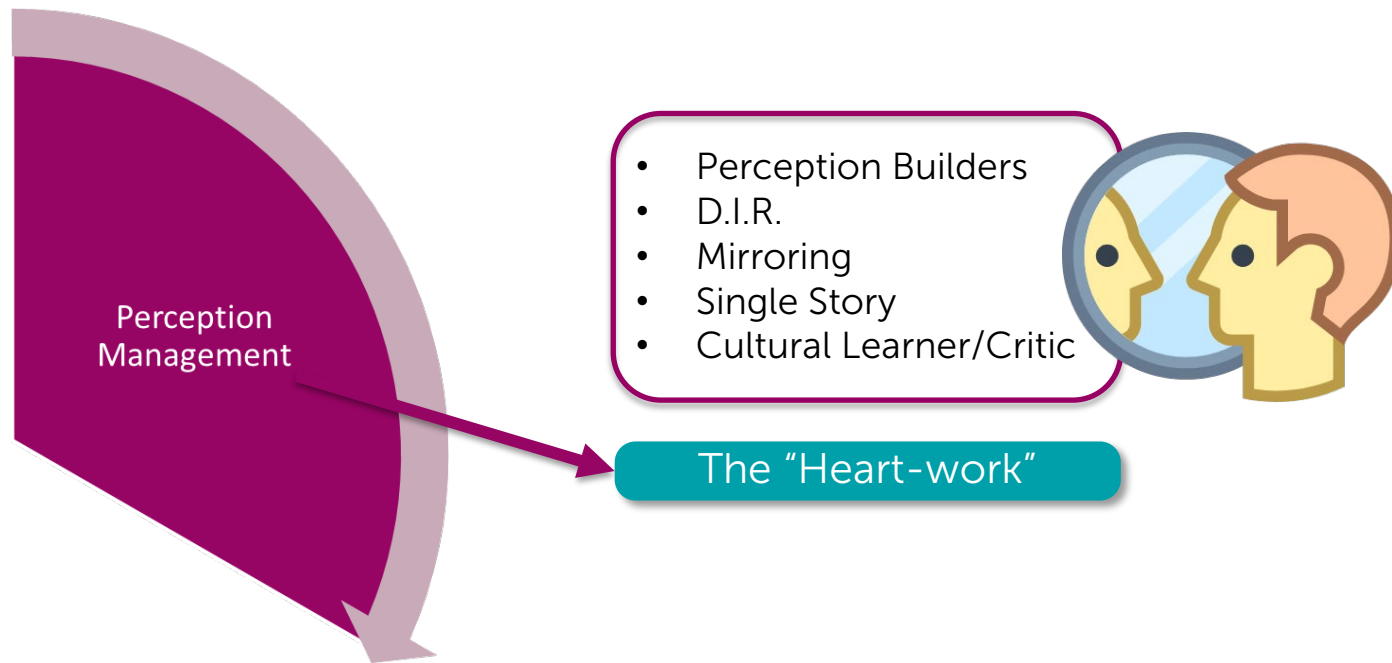
## LEVEL 1 - PERCEPTION MANAGEMENT

Intercultural Perception Management starts with learning how to understand different cultures and use tools to help us notice things better. This part is about how important it is to see how our thoughts, words, and actions are shaped by what we believe. These tools help us reduce the effects of stereotypes and biases.

We recognize how perceptions shape our patterns of thinking, speaking and acting.

This module will equip you to see the world in a different way, to slow down and observe better.

You will learn about the 6 Perception Builders and Breakers, how to use the D.I.R tool to improve your observation, analysis, and conversation skills, how to use 'mirroring' to listen better, understand the dangers of having 'a single story,' and how to create space for a multiplicity of stories. You'll also learn the difference between being a Cultural Learner and a Cultural Critic..



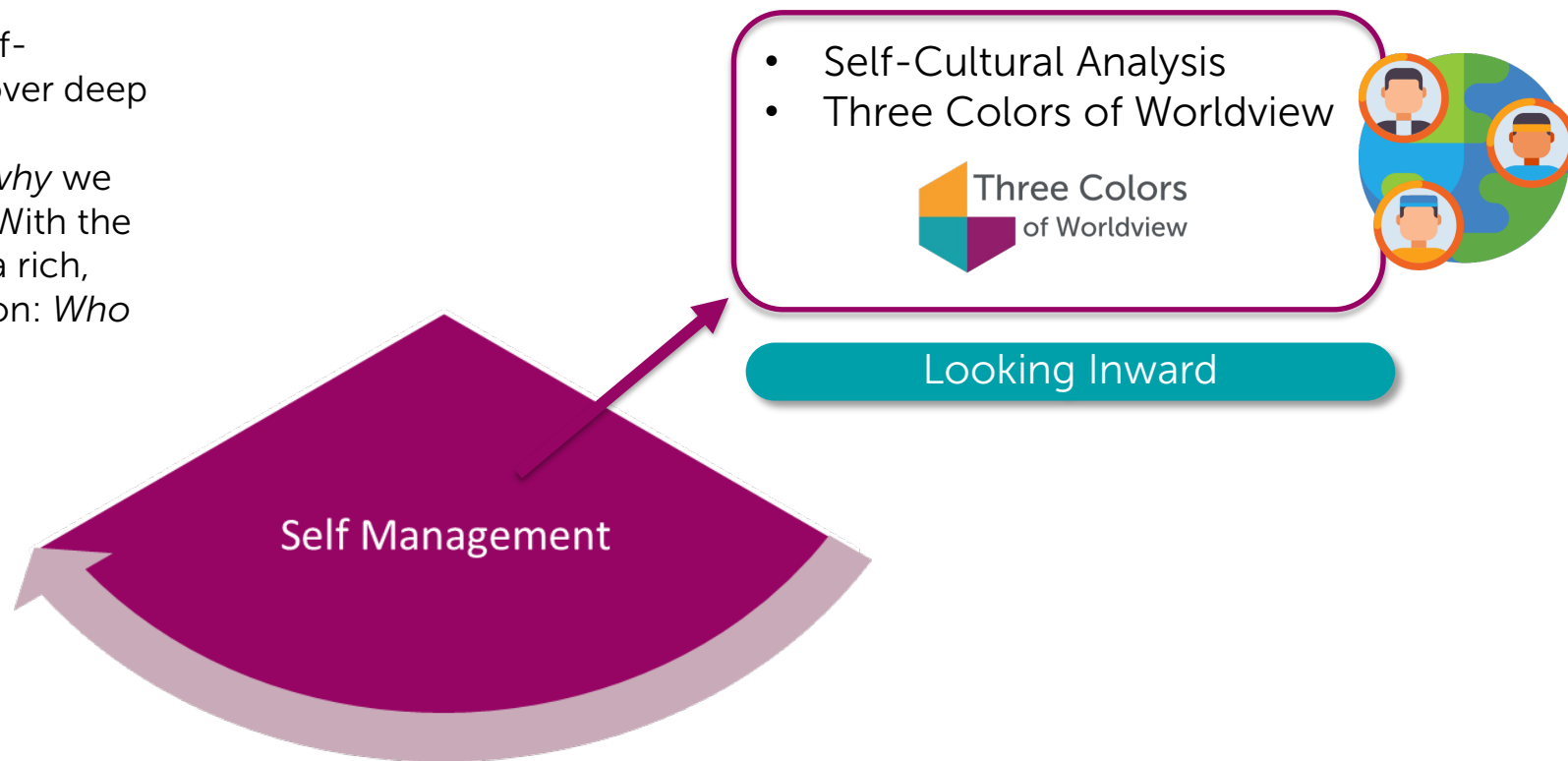


# THE INTER-CULTURAL INTELLIGENCE DEVELOPMENT FRAMEWORK

## LEVEL 1 - SELF MANAGEMENT

The KnowledgeWorkx Intercultural Assessments are powerful tools for self-management, helping individuals uncover deep layers of their cultural identity. Self-management is about understanding *why* we are the way we are as cultural beings. With the **Three Colors of Worldview**, we gain a rich, neutral language to answer the question: *Who am I as a cultural human being?*

The **Three Colors of Worldview** illuminates our core cultural drivers, revealing the underlying values that shape our perspectives. This tool offers a profound insights into the cultural dynamics that shape how we navigate the world.





# THREE COLORS OF WORLDVIEW<sup>®</sup>

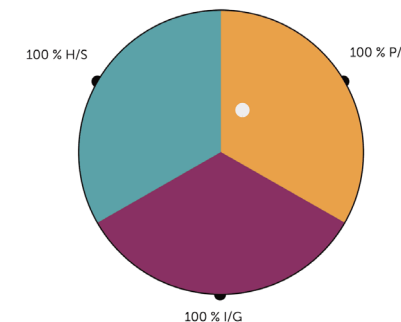
The Three Colors of Worldview<sup>®</sup> Discovery tool was developed to assist people with a deeper understanding of their own and other people's cultural drivers, motivators and demotivators.

The Three Colors of Worldview<sup>®</sup> are discovered through an online questionnaire and a blended learning approach that could include the following components: eLearning, self-discovery, coaching and group facilitation. Self and other-discovery, reflection and application will allow participants to:

- Apply the framework to their own cultural journey and can explain their own cultural drivers, motivators and demotivators using the language of the Three Colors of Worldview
- Know how to use the Three Colors of Worldview<sup>®</sup> Framework to more accurately assess individuals, groups and systems/processes
- Develop adaptation strategies in one-to-one and group interactions leading to more successful relationships at work and beyond
- Apply the Three Colors of Worldview<sup>®</sup> framework to become more effective in key organizational focus areas like: collaboration, communication, client engagement & sales, leadership and teaming.
- Use the Three Colors of Worldview<sup>®</sup> to develop a culturally agile team and organizational culture

The Three Colors of Worldview<sup>®</sup> tool was developed in conjunction with the Cultural Mapping Inventory<sup>®</sup> (CMI) assessment.

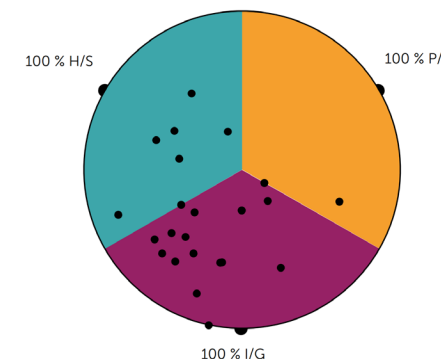
The two tools together form the foundational framework for the KnowledgeWorkx Cultural Mapping & Navigation<sup>®</sup> suite of products



The Three Colors of Worldview<sup>®</sup> Personal Discovery report is a rich 15-page individual report, which includes personal insights, a clear guide for action and practical adaptation strategies to engage more effectively in an intercultural world. The report is an integral part of an Intercultural Agility learning or coaching journey and can include a variety of learning components (eLearning, assessment, coaching, workshop, digital learning platform, educational email series etc).

**Three Colors of Worldview group reports** (18 pages) create a powerful conversation to assist a team to develop their own behavioral charter. We have two types of Group Reports:

- The KnowledgeWorkx "Four Pillars of Intercultural Teaming" (Trust, Communication, Purpose & Relational Strength)
- To support the rollout of a Five Dysfunctions of a Team or a Five Function of a cohesive Team initiative (Wiley Talent Solutions)





# YOUR GUIDES ON THE ICI CERTIFICATION JOURNEY

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## Marco Blankenburgh

International Director, KnowledgeWorkx  
Journey Facilitator

Marco is a true international citizen. He left his country of birth, The Netherlands, 27 years ago; he has lived in 6 countries and speaks 5 languages.

Through first-hand experience he understands the relational complexity of our world and has worked in over 70 countries, successfully equipping people and organizations to thrive in a global and interculturally complex world.

Marco is the International Director of KnowledgeWorkx and the author and lead developer of KnowledgeWorkx' intercultural analysis and people development methodologies.

As a certified behavioral consultant, he brings deep (inter)cultural and (inter)personal insights to any engagement; this, combined with coaching, facilitation and consulting, results in effective and transformational action for his clients. Marco is also a Certified Practitioner of Dr. Robert Brinkerhoff's High Performing Learning Journeys (HPLJ) Framework.

By volunteering for not-for-profit organizations, he assists with the development of cultural agility for their organizations and people.

Marco lives with his family in the UAE. He is interculturally married and has the privilege of raising four 'Third Culture Kids'.



## Shelley Reinhart

Global Network Liaison and  
Director of Education Services, KnowledgeWorkx

Shelley Reinhart is a skilled and experienced educator who has successfully incorporated ICI, MBTI, and MMTIC principles into the classroom and faculty of secondary schools. Her work has been published in Teach Middle East,

effectively demonstrating improvement in student achievement through individualized study plans based on self awareness and understanding Shelley is passionate about helping faculty, students, and families engage with culture and behavioral styles in and outside the classroom. She is currently the Education Development Director at KnowledgeWorkxED, working with school directors and faculty to incorporate intercultural agility and psychometric tools to enrich curriculum and instruction frameworks. Results include increased collaboration among administrative and departmental leaders, improved relational understanding between teachers and students, and greater academic achievement among students.

Shelley has twenty years of broad teaching experience across all grade levels in both public and private education sectors in the United States and United Arab Emirates. Through customized MBTI and ICI Training programs, she has positively influenced individuals, families and organizations toward self-discovery, personal development, cultural awareness.



# KNOWLEDGEWORKX CAPABILITIES PROFILE

## Consulting & Advisory Services

We journey with you to integrate Intercultural Agility into the way you engage the world.

Intercultural Audit and Alignment of:

- HR Practices
- Communication Processes and Strategies
- Client Engagement Practices
- Intercultural Change Management
- Corporate Culture Change Initiatives
- Pre and Post M&A Culture Audit and Integration

## Coaching

An inside-out approach to coaching that enables you to lead with Intercultural Agility

- Executive Coaching
- Team Coaching
- Stakeholder Management
- Performance Coaching
- Intercultural Transition Coaching

## Learning & Development

Learning solutions that equips people to succeed in a global a complex world

- Developing Cultural Agility
- Cultural Agility for Leaders
- High-Performing Intercultural Teams
- People Effectiveness in the Workplace
- Management Effectiveness
- Client Engagement Across Cultures
- Productive Conflict
- Developing Agile EQ

## Certification

Multiplying value by equipping you with the tools and methodologies to bring sustainable change



- Intercultural Intelligence Certification Level 1&2



- Certificate in Intercultural Coaching



- Certificate in Professional Coaching



- Five Behaviors of a Cohesive Team Accreditation

AUTHORIZED PARTNER



- DiSC Certification

AUTHORIZED PARTNER





## SELECTION OF RECENT CLIENTS

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**Our purpose drives us to:**

“Equip People and Organizations for Relational Success in an Interculturally Complex and Global World”

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## OFFSITES AND ORGANIZATIONAL EVENTS

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We design and facilitate engaging, transformational and impactful events for teams and large global gatherings (both virtually and in person).

Through a deep understanding of how to facilitate in intercultural contexts, we utilize creative ways to enhance the learning depth of your company, with events that include team learning and team alignment programs to embed new strategy and re-enforce organizational culture.

