



Cultural Intelligence: A Heightened Level of Cultural Understanding

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Abstract: Cultural awareness is imperative for effective interaction in an increasingly diverse and interconnected world (i.e. be aware of and sensitive to cultural diversity). However, cultural awareness is merely a first step in achieving a more paramount objective; cultural intelligence. Cultural intelligence is more than a quotient, it is what ultimately helps one to maintain legitimacy, communicate effectively and avoid misunderstandings in intercultural encounters. This paper emphasizes that cultural intelligence is a dynamic thought process of recognizing cultural differences, and knowing when and how to incorporate culture-based information cognitively, motivationally and behaviorally. Ethnocentrism is also noted as a hindrance to achieving cultural intelligence.