Why PICARD Should Adopt Cultural Intelligence as Part of Its Professional Standards

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Cultural Intelligence vs. Cultural Competence
Why Is Cultural Intelligence Relevant to the Customs Context?

The Lewis Model

Key:
- blue = linear-active - cool, factual, decisive planners
- red = multi-active - warm, emotional, loquacious, impulsive
- yellow = reactive - courteous, amiable, accommodating, compromiser, good listener
The Seven Cultural Dimensions Worth Mastering for Customs Work:

1) Social stratification
2) Independence level
3) Business focus
4) Communication
5) Time management
6) Handling change
7) Work and life balance
Social Stratification: Differing Respect for Institution
GLOBAL VIEW OF SOCIAL STRATIFICATION
Independence Level: Individualist or Group Focused?
The Differences Experienced Throughout the World
GLOBAL VIEW OF INDEPENDENCE LEVEL
Communication: *Direct* or *Indirect*?
What Should You Expect?
GLOBAL VIEW OF COMMUNICATION
The Customs and Border Management Environment is Ripe for Cultural Intelligence (CQ)
Some Areas that Could Benefit from Cultural Intelligence Training:

- Strategic & Operational Planning
- Risk Management
- Passenger Processing
- Document Review
- Post Entry Audits
What Would be the Benefits of Integrating CQ Training?

- The Customs Business
- Financial & Resource Management
- Risk Management
- Public Relations & Communication
- Principles of Ethics, Good Governance & Good Service
Wes Watkins Center for International Trade & Development

Who Would Benefit?

✔ Operational Managers/Leaders

✔ Strategic Managers/Leaders
Cultural Intelligence:

The perfect fit for Overall Customs Knowledge Requirements & Overall Skills Requirements
Conclusion:

Cultural Intelligence Should Be Part Of PICARD