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

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Work Anywhere with Confidence

WCO PICARD Conference
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Professional Passport®

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Cultural Intelligence vs.

Cultural Competence

The Lewis Model

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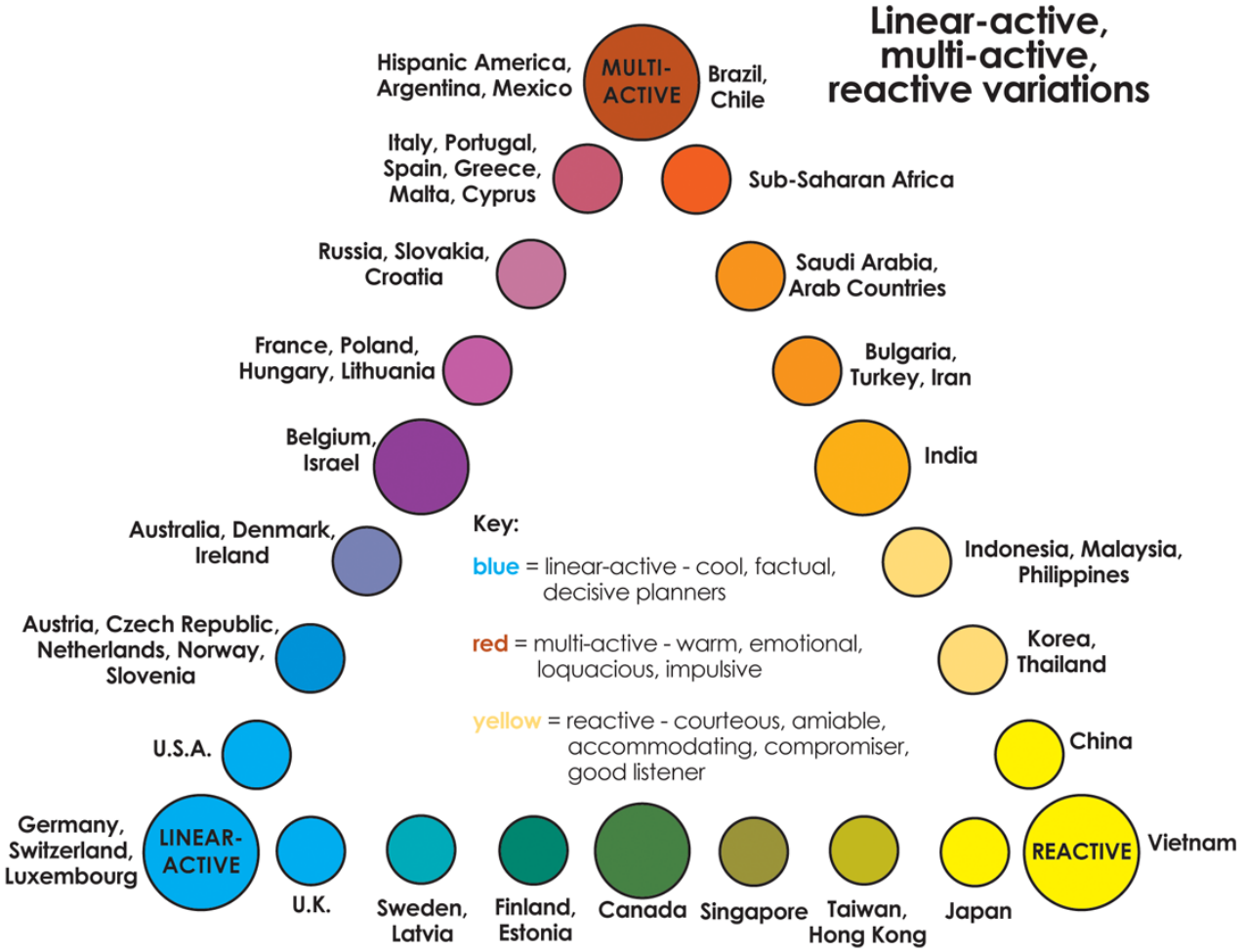
Why Is Cultural Intelligence Relevant to the Customs Context?

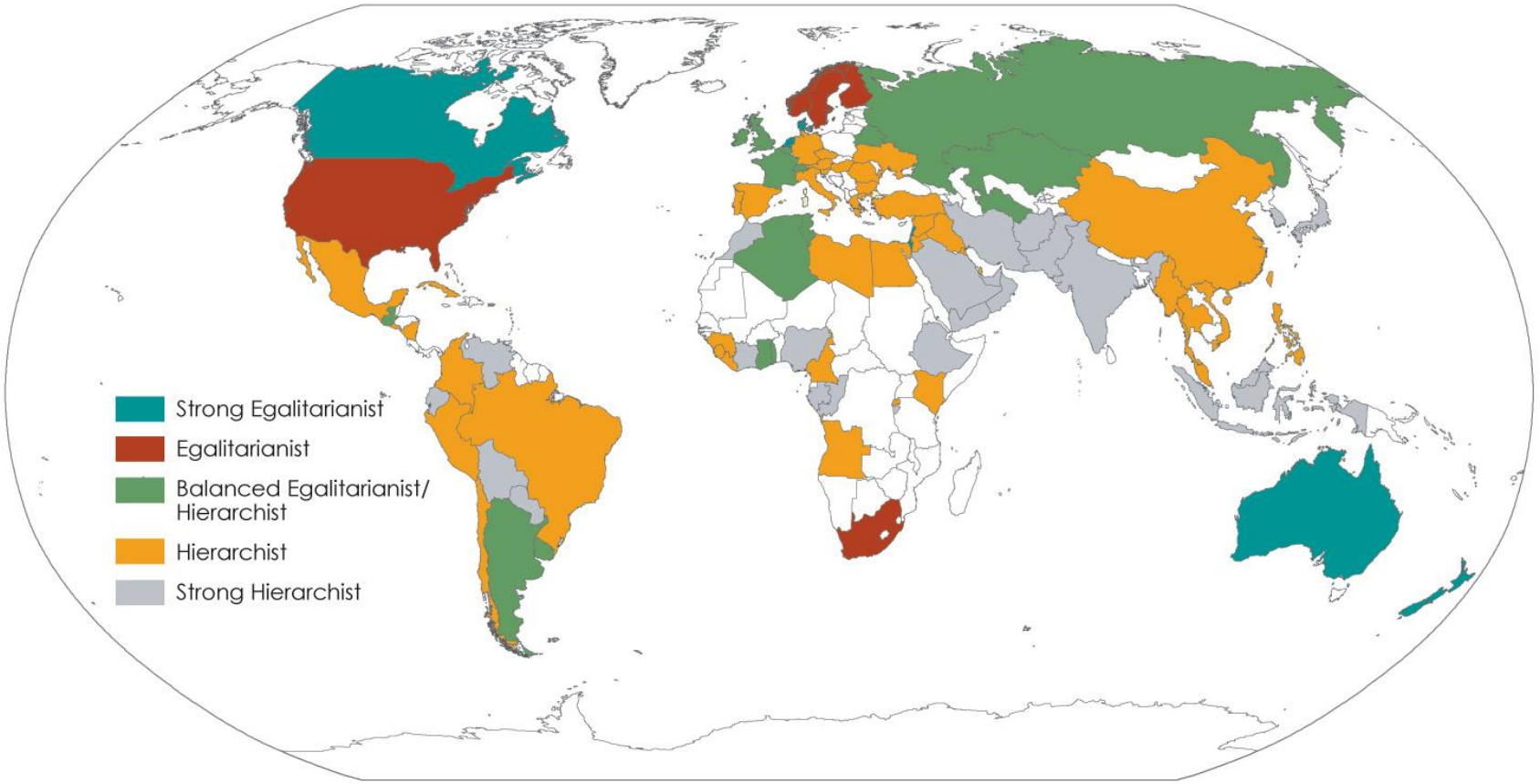


The Seven Cultural Dimensions Worth Mastering for Customs Work:

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

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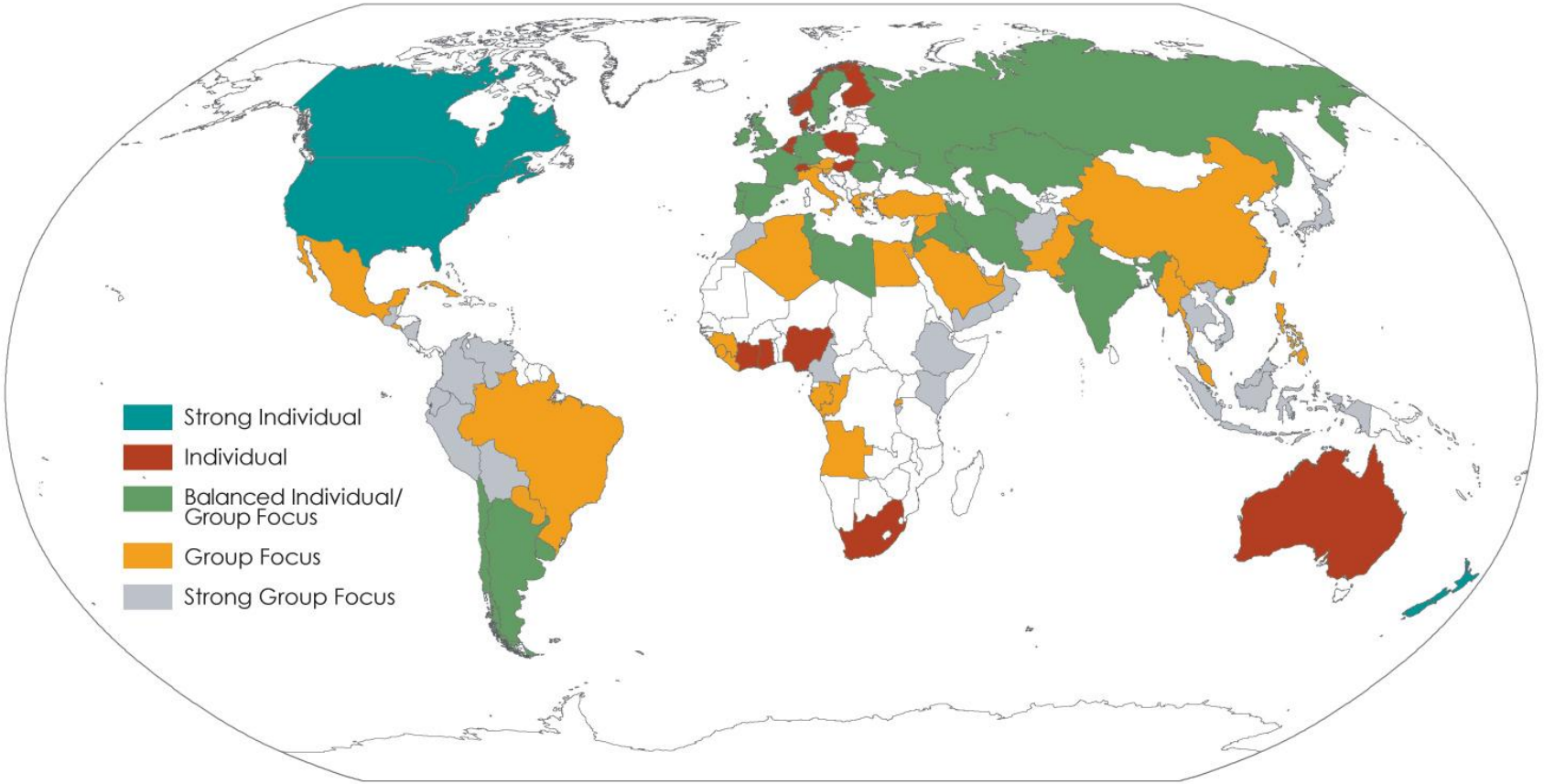
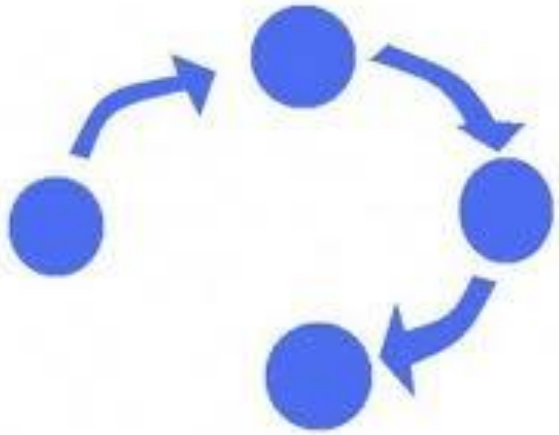
GLOBAL VIEW OF INDEPENDENCE LEVEL

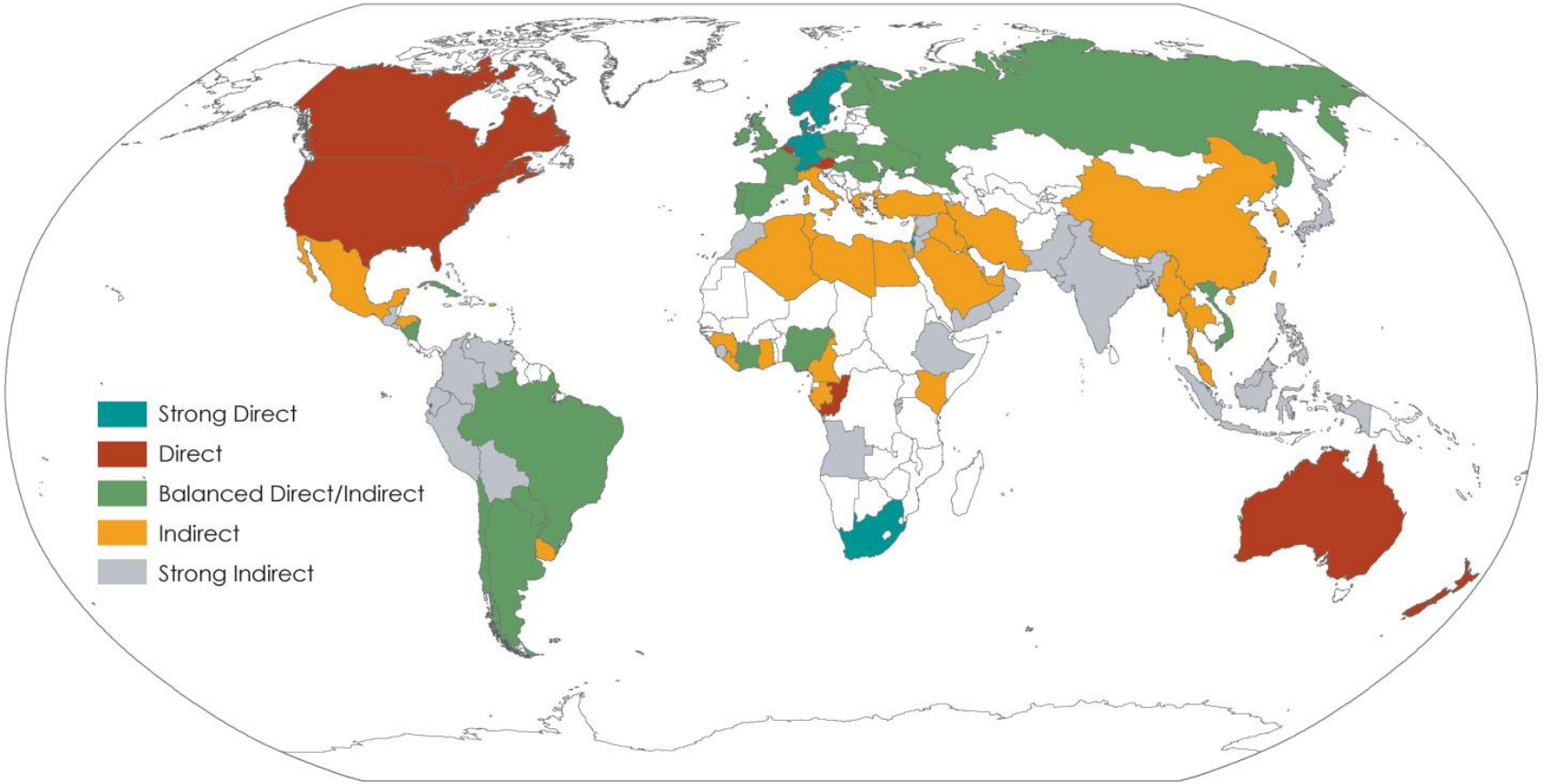


Communication: *Direct or Indirect?*

What Should You Expect?



GLOBAL VIEW OF COMMUNICATION



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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

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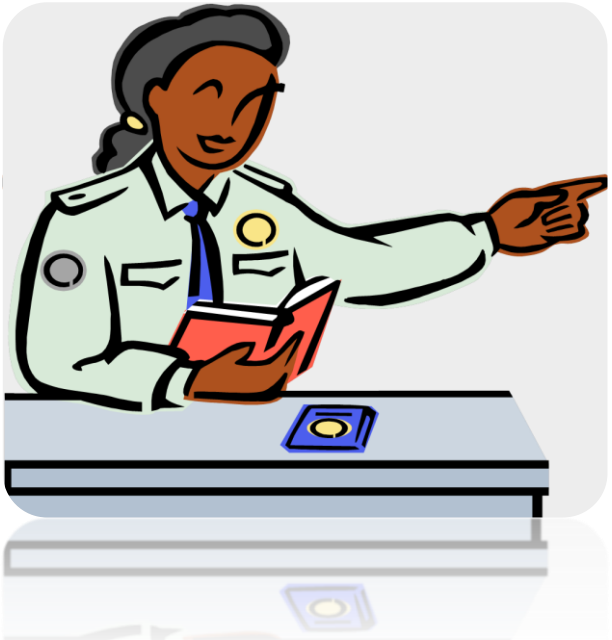
Who Would Benefit?

- ✓ Operational Managers/Leaders
- ✓ Strategic Managers/Leaders



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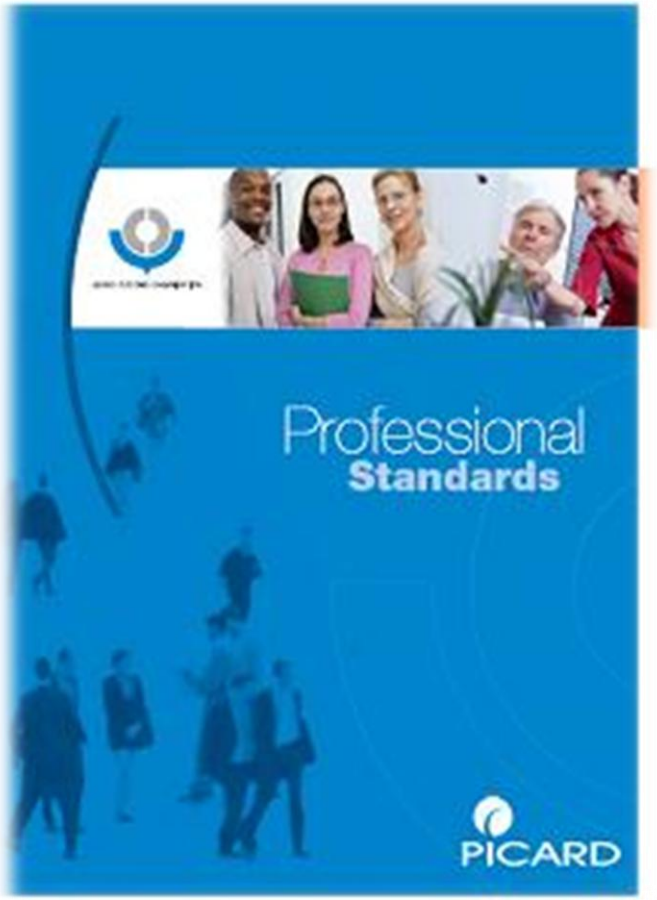
Cultural Intelligence:

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

Conclusion:

Cultural Intelligence Should Be Part
Of PICARD