Uncommon Sense in Unusual Times: Cultural Intelligence in the 21\textsuperscript{st} Century

Facilitator: Csaba Toth

People are the greatest asset or liability depending on how much they understand themselves and others. Companies spend a fortune on recruitment and employee engagement programs, yet they are struggling to attract new talent and keep their best people. 60-80\% of all problems in an organization are due to clash of values, personalities, and leadership challenges. They stem from the same source, the lack of understanding of why people think and behave differently, and how to turn those differences into synergy instead of painful liability.

What 90-95\% of companies might not even be aware of is that they use solutions designed for the challenges of people who grew up and worked without the internet and the European Union in the 60s and 70s. We are facing very different problems than our great grandparents, and they require up-to-date approaches which are uncomplicated, practical, and scalable.

Tier One: The 7 Myths of the Intercultural Field

This interactive webinar provides insights from over 10 years of research that has led to the development of the Global DISC framework. The goal is not to convince anyone, but to provide them with more information about some outdated and incomplete ideas that might cause more harm than good. The more you know, the better decision you can make for yourself and your organization.

The ones who attend this session will receive a digital copy of the Uncommon Sense in Unusual Times hybrid book and a multi award-winning Global DISC assessment.

Class focus:

- The 7 myths of the intercultural field that might cause more harm than good
- The evolution of Global DISC, the blueprint of why people think and behave differently
- Where most of the opportunities, time, and energy are lost and what we can do to about them
- Discover why one operating system and many applications is the secret of follow through, instead of bombarding people with theories
- Real life examples and case studies
- Q&A
Tier Two: Uncommon Sense in Unusual Times: The 3 Invisible Forces that Make or Break a Team

Most of the opportunities, time, and energy are lost due to friction with people who think and behave differently, as well as self-sabotage. Trying to understand and fix it by thinking harder is like trying to decrease the pollution by increasing the traffic. It makes no sense!

Growth mindset is a popular buzzword: most people claim to have it, lots of them teach it, and they take it for granted that it is possible to learn and teach it, although research disagrees with those statements.

People often mistake popularity with factuality. That is not to say that the concept is wrong. The issue is when it is misunderstood by others and presented as valid. A lot of long-held beliefs are like that in the intercultural, behavioral, and leadership fields.

This webinar is going to deep dive into this topic to give you insights so you can stop draining yourself and driving others insane.

First class focus:
- What is, and what is not, growth mindset?
- The three reasons why we are losing potential on an individual level
- The three reasons why we are losing potential on a group level
- The one reason that affects potential on both levels
- Understanding how your Global DISC result helps you make your saboteurs more redundant

Second class focus:
- Understanding the connection between personality types and cultural groups
- Learning about the importance of cognitive diversity
- Finding out why intercultural ≠ interpersonal ≠ international
- Finding out how your personal preferences relate to what is normal around you
- Learning why cultural intelligence is about speaking different languages, not labelling people
- Get access to the interactive learning platform to expand your comfort zone

Third class focus:
- Understanding the Level 3 part in your Global DISC report
- Find out what can increase IQ by 80 points
- Practicing cognitive flexibility – The Brain Fryer approach
- Learning the right way of giving feedback instead of judgement or criticism
- Practicing the techniques and strategies to turn diversity into synergy instead of painful liability.
Tier Three: Global DISC Licensed Practitioner Program

ICF Accredited Certification and Solutions:
- The complete Global DISC training materials (4 gb of sales and marketing material, 200 ppt slides with notes)
- GDPR compliant individual online portal
- 40% discount on Global DISC assessments
- Global DISC Quest interactive coaching program included with every Global DISC assessment
- Unlimited comparison and group reports free of charge
- 20 Global DISC credits (value £1940)
- 20 Global DISC Quest credits (value £940)
- 18 ICF CCE points
- Uncommon Sense in Unusual Times eBook

Business Development:
- Exclusive pricing (-25%) for Fable+ to measure and visualize psychological safety
- Preferred membership for a year on the crossculture2go platform (worth £237)
- Awesome community with monthly meetups

Investment:
- 3 x 4 hour live online sessions
- £1290 (+VAT in the UK)

Facilitator Bio:

Purdue University | Center for Intercultural Learning, Mentorship, Assessment and Research

Hub ICL
Professional Development Zone
Csaba Toth is a British/Hungarian entrepreneur, coach, and speaker based in the UK. He is founder of ICQ Global, a people development organization with over 100 licensed partners in 40 countries. He has 15 years of experience in setting up start-ups, working with Fortune 500 companies, government agencies, entrepreneurs, and certifying over 70 coaches and consultants globally.

He lost his first business because he thought speaking the same language, having common sense, lots of qualifications, and good intention were enough to lead and serve people. He was wrong so he wanted to find a solution. The result of his over 10 years of research is the multi award-winning, ICF accredited and internationally endorsed Global DISC model. Csaba holds three master's degrees and he is accredited in several intercultural, leadership, behavioral, and coaching frameworks. He is the best-selling author of the Uncommon Sense in Unusual Times hybrid book published with Marshall Goldsmith.