



IF YOU FOLLOW THE 6 STAGES OF CULTURAL MASTERY, AND REMAIN OPEN TO THE IDEA THAT TO MASTER CULTURE, YOU MUST FIRST MASTER YOURSELF, YOU CAN MAKE MAGIC HAPPEN WITH OTHERS.

Duane Cummings
CEO, Leadercast

TRANSFORMING LEADERS WHO CAN TRANSFORM THEIR WORLDS

WHY CULTURAL MASTERY TRAINING?

We're living in a culturally complex world that *requires leaders* to **master diverse relationships** to enjoy high levels of success. True cultural masters **exponentially increase their influence** and **protect themselves** from needlessly **offending** others of diverse cultures by doing and saying things that could **potentially derail** their career or organization.





The 6 Stages of Cultural Mastery are stimulating, thought-provoking, filled with gems of advice and concrete strategies.

— Dr. Shirley Raines, President Emeritus, University of Memphis

Course Objective

Leaders who complete the Cultural Mastery course learn to successfully connect, create, and collaborate with people of diverse cultures. By doing so, their ability to influence others grows exponentially, resulting in higher levels of productivity, performance, and profitability. When leaders become true cultural masters they not only increase their influence, they reduce the risk of unnecessarily doing or saying things that can offend others of diverse cultures, which would limit their influence, potentially derail their career, or damage the organization's brand.

Customization and Concentrations

Training is highly personalized with a unique multi-tiered approach. First, participants choose an industry sector. Second, they choose a specific cultural group concentration. Third, they experience the six stages with another participant in their learning cohort. Industry sectors include business leaders, educators, elected officials, entrepreneurs, law enforcement, medical professionals, ministry leaders, non-profit leaders, and sales professionals. Cultural group concentrations are chosen based on the desire to succeed at a high level with an identified cultural group.

Data and Certification

We measure and report data points to monitor the growth and progress of each participant in the program. In addition, each participant receives a certificate of completion from our parent company, Bilingual America. To receive certification participants must pass a comprehensive final exam.



PEOPLE DRIVE DATA. CULTURE DRIVES PEOPLE.

Delivery and Distribution

The course experience is an eight-module course that follows the teaching of the book, *The 6 Stages of Cultural Mastery*, written by Ricardo González. Students receive full access to the online course assets at CulturalMastery.com. We deliver the course in the following manners:

- Live - Interactive training led by a certified instructor in a two-day format.
- Online - 8 modules. Quizzes and Final Exam. Digital badging.
- Learning Cohorts - In addition to the online course and certification, groups of 6 people meet with a certified coach weekly via video conference.
- Certification Programs for Larger Organizations - We train and certify organizational trainers to facilitate the Cultural Mastery experience.

Next Step?

Please contact your Cultural Mastery consultant to discuss your specific needs and objectives. If you do not have an assigned consultant, please contact us at the following web link: <https://culturalmastery.com/contact-us>