Developing cultural awareness in short-term missionaries

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Short term versus long term

- Short-termers generally do not get second chance opportunities
How do we get beyond . . . ?

- Don’t drink the water
- Don’t go out alone; groups of 4 with 1 being a male
- Don’t smile at males on the street whom you do not know
How do we keep from . . . ?

- Hardening stereotypes
- Reinforcing ethnocentrism
Can we make sure they do not come back saying . . . ?

- “I need to be a great deal more thankful for all that I have”
- “They’re just like us”
CQ

- What are possible phrases for which “CQ” could be an acronym?
• Culture quotient
• Cultural intelligence
CQ = culture quotient

• Culture quotient / Cultural intelligence
  - Came into use about 4 years ago (Harvard Business Review)
  - Widespread now in business world
  - Short-term missions application
    • David Livermore’s Serving with Eyes Wide Open (2006)
Culture Quotient

- **Cognitive** (the “head”)
- **Physical** (the “body”)
- **Emotional/Motivational** (the “heart”)

Viewing culture as successively deeper levels of understanding
--- diagram by Lloyd Kwast
What is done?

Behavior
What is done?
What is good or best?
VALUES
BEHAVIOR
What is true?
What is good or best?
What is done?

BELIEFS
VALUES
BEHAVIOR
Iceberg: analogy for culture

with credit to Marc Siemens and Gary Weaver
EXTERNAL CULTURE
- Explicit
- Objective
- Conscious

INTERNAL CULTURE
- Implicit
- Subjective
- Unconscious

VALUES
THOUGHT PATTERNS
BELIEFS
CORE IDENTITY

TOUCH SEE HEAR
CQ Components

- Knowledge
- Interpretation
- Behavior
- Perseverance
Getting people to actively process all four areas

- Case studies
- Someone from there
- Someone who’s been there
- Emphasizing relationships
  - “with” not “for”
Knowledge

- An understanding that culture can be seen as the “software” that runs our minds
- Some key issues
  - High context versus low context
  - Time orientation (event time vs clock time)
  - Individualism / corporateness
  - Power distance
  - Uncertainty avoidance
Interpretation

• Turning off cruise control
• Holistic observation
Behavior

• How do we move to seeing this as an outcome rather than a starting point?
Perseverance

- Level of interest, drive and motivation to adapt cross-culturally
• This PowerPoint presentation is available along with related materials and other PowerPoint presentations at http://home.snu.edu/~hculbert/ppt.htm