



cultureQs

What? ... How? ... Why?



cultureQs is a unique approach to *Cultivating Relationships that Matter in Situations that Matter ... fast.*

Using powerful Questions within a Bohmian Dialogue framework, it inspires participants to reflect on the foundations of their beliefs, attitudes and behaviours.

While engaging in deep meaningful conversations, people connect quickly, enabling the invisible borders that hinder collaboration to fall away.

Wasteful conflict is reduced; people (re-)focus on the personal and professional questions that matter; releasing the innovative potential that enhances performance.



cultureQs

What? ... How? ... Why?



The following pages provide a brief overview of ...

- *The theoretical and practical foundations of cultureQs*
- *How cultureQs works*
- *How and When cultureQs adds value*
- *Versions of cultureQs currently available*
- *Ordering cultureQs*

Theoretical and Experiential Foundations of cultureQs

The structure, content, foundations and process of cultureQs are the outcome of a lifetime's personal and professional experience, working worldwide in a broad variety of contexts.

"How can we accelerate the process of connecting at a deep meaningful level, to enable us to focus on our business questions more quickly and effectively?"

This was the client challenge at the start of a Post-Merger Integration process that sparked the development of *cultureQs*.

Deep Meaningful Conversations that Connect ... Quickly

Appreciative Inquiry

Power of Open Questions

Art of Invitation

Culture as a Dynamic

Dialogue
(Bohmian Dialogue)

Each human is unique

Nature: Life's metaphor

Change is ubiquitous

Sharing
Personal Stories

Principles of Human Interaction that underlie cultureQs

Seven Core Layers of Culture

Influencers of our Interactions in an Organisational Context

The notions and characteristics illustrated here are frequently mistakenly presented as 'culture'.

They are not. They are, however, significant influencers of Human BEings' interactions with one another.

People don't encounter and engage with one another as representatives of a specific cultural group.

People engage with one another as individual Human BEings, each with their unique personal history, experience, influencers, intrinsic motivators.

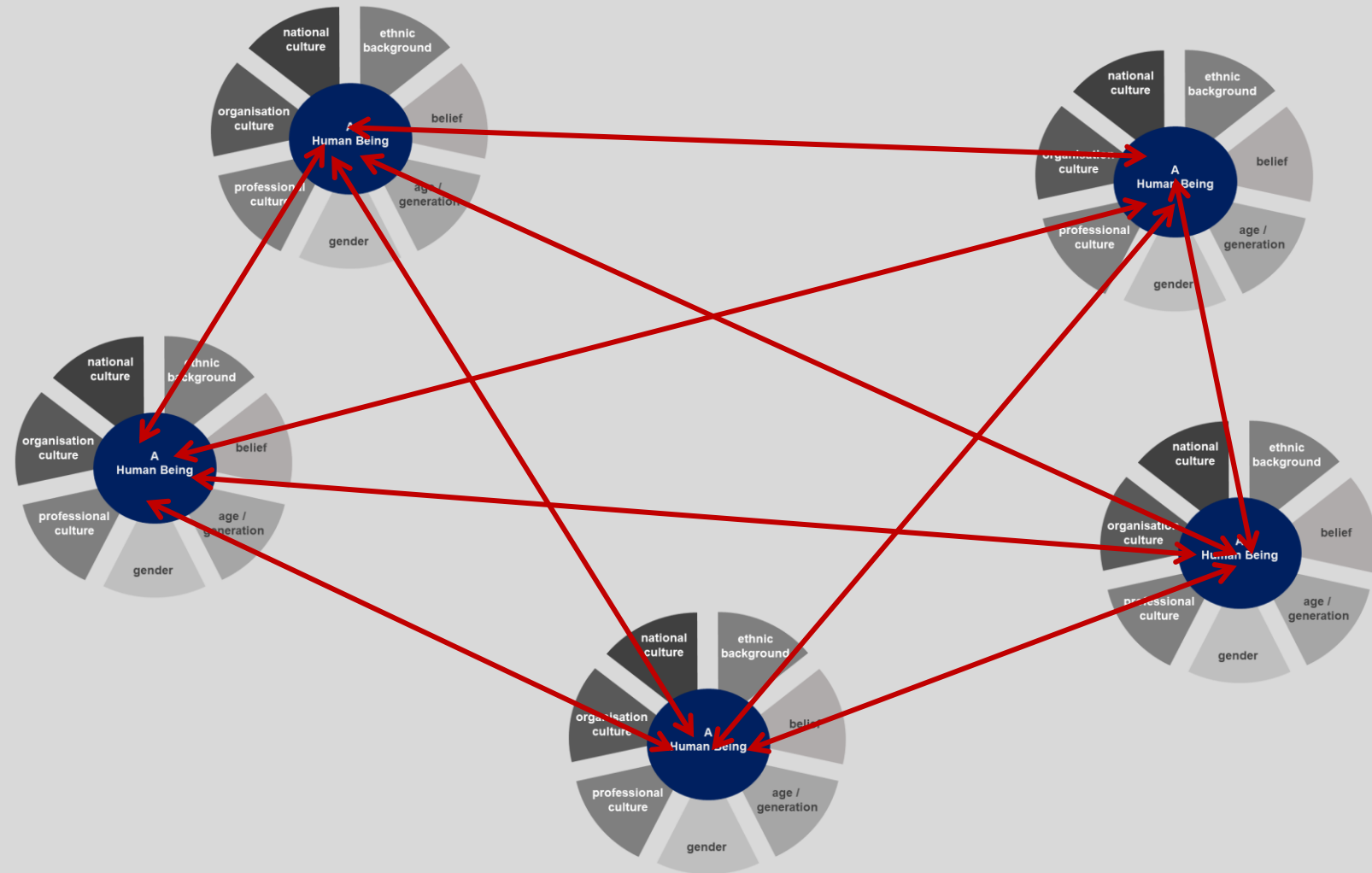
cultureQs enables this human-to-human exchange.



**Cultures don't interact.
People interact.**

**We interact with one another
as one unique Human BEing to
another.**

**cultureQs is designed to enable
people who need to work
together to relate generatively
WITH one another as fellow
Human BEings.**



What do we mean by culture?

Why is culture so important in organisation life?

The **Culture** of a social system is a dynamic ...
... changing with every single interaction ...
... therefore beyond definition.

Your organisation is alive, dynamic,
continuously changing.

Everything and everybody in your
organisation is interrelated and
interdependent.

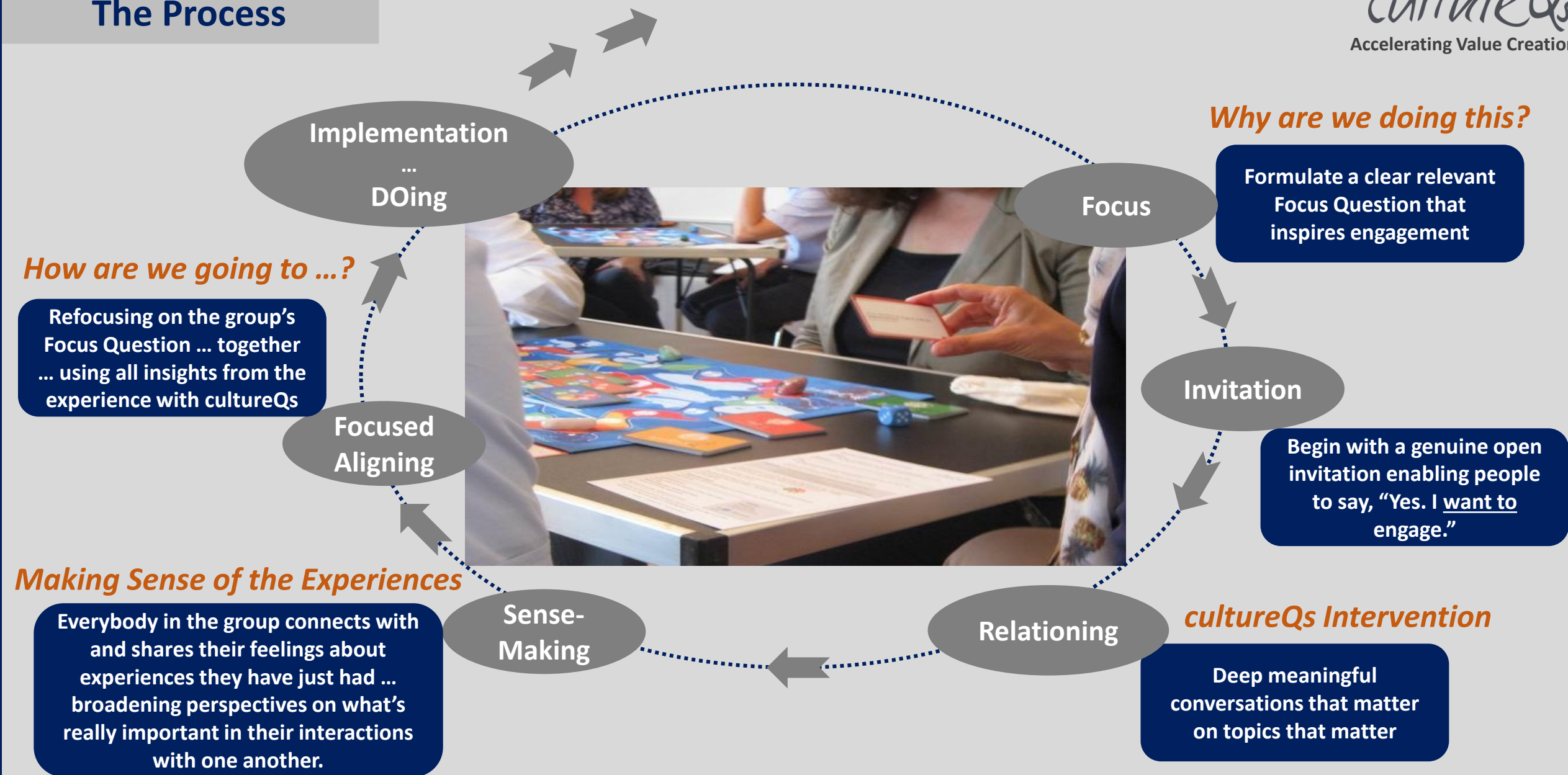
Everybody ... together ... is responsible for
the culture ... responsible for cultivating a
healthy generative environment (culture) in
which people engage with their work, with
one another because they *“want to”*.

Outcomes reflect this environment.

Culture ...
The continuously evolving
dynamic interaction of
mindsets and gutsets of
actors in the system(s).

How *cultureQs* works

The Process





In sub-groups of 4-6 people per table, players respond to provocative Questions on ... basic drivers and beliefs (rootQs); preferred behaviour patterns (behaviourQs); traps that invariably accompany cross-cultural interactions (trapsQs); share life experiences and personal preferences (myQs); thought-provoking quotes from traditional and modern sources (wisdomQs).

The working framework and formulation of the Questions are designed to highlight each individual's underlying values.

cultureQs[®] can be used with teams and groups of any size. It can also be used as a coaching intervention.

What clients say about their Experience with *cultureQs*

"This is better than the Wizard of Oz. The conversations that emerge move people through their big challenges toward solutions."

(Senior Consultant in a world-renowned Leadership Development Institution)

It gives everybody a voice.

It's amazing how quickly you get into topics we wouldn't normally talk about.

"This is so effective that every project should integrate cultureQs into the kick-off phase."

(A senior programme manager at one of the world's largest IT services providers.)

A trusting environment emerged very quickly.

"People are still talking about the impact cultureQs had on them, long after our workshop."

(Project Manager at an International Financial Organisation)

We went very deep very quickly.

It gives interesting mirroring back to me.

It generated a new energy in the group.

We had time and space to reflect on Questions for ourselves; with others.

"This is everything I hoped for ... and much more."

(A cultureQs Facilitator at the end of the Licence Programme)

A deceptively powerful organisation development intervention.

"I'm very happy with the day and very happy with the outcome. The questions and issues are out in the open and to be honest, I never expected that we would make such progress in just one day. cultureQs[®] enabled us to take down our masks, show our real selves, and trust. We have created a working framework and now need to ensure that we implement it. This is our responsibility."

(Business Unit Director)



cultureQs Suite of Products



The cultureQs Approach is designed to be simple for participants to use. Enabling this is more complex.

To benefit from the potential of this powerful approach in which the natural complexity of human dynamics is embedded, the cultureQs Licence is recommended for all facilitators and consultants. It is a prerequisite for obtaining access to cultureQs Professional, containing all cultureQs resources.

Products Currently Available in multiple languages

Version	Focus	Who For	Availability	
			Public Sale	Licence Required
<i>cultureQs Business</i>	Business and Organisation Life	Groups or Teams in organisations	X	Recommended
<i>cultureQs Starter</i>	Fast relationing (beyond mere connecting)	Groups who need to cooperate	X	
<i>cultureQs Professional</i>	Multiple contexts	Any groups or teams who need to collaborate		Essential X

cultureQs Business

Available in English and German.
Investment: € 115 + pp per set

cultureQs
Accelerating Value Creation

cultureQs® business
Ensuring Collaboration • Accelerating Innovation

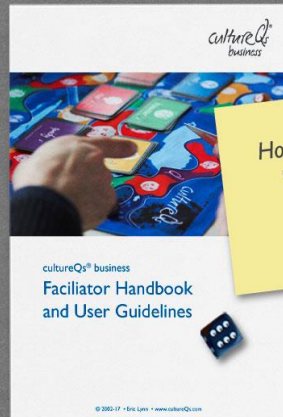
cultureQs
business

- Get your teams focused and aligned fast.
- Ensure your Projects solve problems collaboratively.
- Leverage the natural diversity in your business.

This cultureQs® business set consists of ...

- 43 Question Cards
- One board
- One Quick Start Instructions
- One set of playing pieces
- One Handbook with User Guidelines

One set can be used with groups of up to 6 people.
For use with larger groups, additional materials may be purchased.



How cultureQs surprised our clients ...
"A trusting environment emerged very quickly."



ORDERING

Please send orders to
info@cultureQs.com

Include:
Name; Company name;
Full postal address

[If the invoicing address differs from the postal address, please indicate.]

Number of sets required in each language.

For large orders, please contact me for prices.

cultureQs® Business is the compact version of cultureQs®, available for purchase.
The content is designed primarily for the following situations ...
Management Team Integration • Project Team Integration (especially during the kick-off phase) •
International Management Team Integration • Integration of Cross-Functional Teams • Conflict Resolution

cultureQs Starter

Available in English, German, French, Dutch.
Investment: € 48 + pp per set

cultureQs[®]
Accelerating Value Creation



cultureQs[®] *Starter* is a compact, cards only version of *cultureQs*[®], designed to provide insights into how the positive impact that this unique approach to relationing very quickly adds value for groups and teams. Business and Organisation Life provides the primary context of the Questions included in this set, which is available for purchase without a licence.

Each set contains 5 categories of Questions, each representing a context of personal and professional life, with 5 Questions per category: total, 25 cards.

User Guidelines suggesting a variety of ways to use this resource accompany your purchase. These guidelines also contain background into the complex notion of culture as well as the *cultureQs*[®] *Approach*.

Please note: The content of the Question cards may vary between different sets of *cultureQs*[®] *Starter*.

One set of *cultureQs*[®] *Starter* cards is sufficient for use with groups of up to 5 people.

Three to four people per group is ideal.

If you are working with large groups, you will need additional sets, in order to divide people into smaller sub-groups.

ORDERING

Please send orders to
info@cultureQs.com

Include:

Name; Company name;
Full postal address

[If the invoicing address differs from the postal address, please indicate.]

Number of sets required
in each language.

For large orders, please
contact me for prices.



cultureQs® Professional is available exclusively to *Licensed cultureQs® Professional Facilitators*.

Acquisition of the licence includes ... access to all available cultureQs® materials in the languages of your choice; a comprehensive Facilitator Handbook; consulting support as required from Eric Lynn, creator of this unique approach. *cultureQs® Professional* is available in English, German, French, Dutch, Spanish. Full participation in the intensive experiential 2-day Licence Programme qualifies internal and external facilitators for access to cultureQs® Professional.

... The Licence Programme ...

... is a Journey of Discovery into the Art of Dialogue, Deep Listening, Creating a Trust Space, the Art of the Invitation, Powerful Questions.

... will enable you to consultant, prepare, facilitate and guide “sense-making” interventions, using cultureQs to accelerate value creation for clients in any change and integration process.

Please contact me for comprehensive information.

Public programmes are available in a variety of locations and can be facilitated in English or German. If you would like to organise one near you, please contact me.

In-House Programmes are available on demand. Please contact me personally for details: info@cultureQs.com.