



EQUIPPING LEADERS

TO THRIVE — AND SURVIVE — IN A CULTURALLY COMPLEX WORLD

“It’s amazing to me how I now view our world through a Cultural Mastery lens. I had never considered these things to this depth before. This has been truly life-changing for me.

— Dr. David Johnson, President of Johnston Community College, Smithfield, NC





Cultural Mastery brings me a great sense of optimism for solving the cultural challenges we face in the 21st century.

— Mariela Romero, Community Empowerment Director, Univision



THE 6 STAGES OF CULTURAL MASTERY

└ CONNECT ┐



STAGE ONE:
Education



STAGE TWO:
Engagement

└ CREATE ┐



STAGE THREE:
Empathy



STAGE FOUR:
Excitement

└ COLLABORATE ┐



STAGE FIVE:
Empowerment



STAGE SIX:
Endearment

OBJECTIVE

Our objective is **to transform the cultural mindset and skill set of leaders.**

By doing so, leaders will exponentially increase their influence and protect themselves from committing costly cultural mistakes that could potentially derail their careers, or damage the organizational brand. Participants learn to successfully connect, create and collaborate with people of diverse cultures, thus driving higher levels of performance, productivity, and profitability.



Cultural Mastery takes leaders through a very refined process to move us to endearment. The insights are transformational.

Steve Akinboro, Restaurant Executive, McDonald's Multi-Unit Owner



ORGANIZATIONAL APPROACH

We follow a smart and simple three-step process with organizations to deeply transform the cultural mindset and skill set of their leaders and team members.



CulturalMastery™ provides the perfect framework to support your diversity, equity, inclusion, and belonging initiatives.



Cultural Diversity provides everyone gets to the game.
Cultural Inclusion requires everyone plays in the game.
Cultural Mastery ensures everyone wins in the game.

— Ricardo González, author, The 6 Stages of Cultural Mastery

We partner and support DEI leaders to provide essential assessment, training, and development processes for their leaders and team members. This allows for an organizational culture that is truly inclusive, which is necessary to create true belonging; where people feel valued, safe, and cared for.

“ Cultural Mastery is stimulating, thought-provoking, and filled with concrete strategies. I can now navigate a better course.
— Dr. Shirley Raines, President Emeritus, The University of Memphis



CERTIFICATION AND DATA

The value of certification in Cultural Mastery is high in today's world.

Before beginning, each participant completes a statistically valid and reliable assessment that measures their overall cultural health and skill.

A comprehensive certification exam is given upon course completion. In addition, an exit survey is conducted to record growth. Each graduate receives a stylish certificate to validate their certification. The student also receives an authorization page and certification number to display on professional sites like LinkedIn.



HOW IT WORKS

Cultural Mastery is beyond a course! It is a combination of our Deep Dive Cultural Mastery Course with Certification, Community and Continuity.

Course

This course is deep! In an interactive and engaging experience, leaders learn the main elements of any culture and how to successfully engage with people of diverse cultures through the 6 Stages of Cultural Mastery.

Community

The Cultural Mastery community is composed of leaders from around the world who share a common vision of creating culturally healthy and skilled environments. Members connect with other like-minded leaders and also enjoy safe and respectful conversations.

Continuity

Culture is constantly shifting and changing. Community members enjoy continuous education and development through live member-only events that include thought-leaders and experts in the fields of culture, DEI, and human development.