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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



EQUIPPING LEADERS

TO THRIVE — AND SURVIVE — IN A CULTURALLY COMPLEX WORLD



CulturalMastery.com

“ 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

SERVICES

We offer a comprehensive suite of services that allow us to meet the cultural needs of any organization; whether large or small. Ask for a free consultation to discuss.

Assessments | Analysis | Reports



Cultural Health and Skill Assessment and Report

This assessment accurately measures and reports the cultural health and skill of the members of any team, department, division, or organization. Price is per person depending on the number of people assessed.



Organizational Cultural Assessment and Report

This assessment accurately measures the cultural health of the organization from the viewpoint of its team members, partners, and clients. This is a deep analysis of how others view and experience your culture.



Online Webs and Social Media Analysis and Report

This analysis measures the cultural impact of the organization's web and social media posts and positioning. It identifies potentially offensive approaches, lost opportunities, and improvement on current approaches



Community Cultural Impact Analysis and Report

This analysis measures the organization's impact and image in a given cultural community or locale. It identifies any offensive or potentially offensive activities, lost opportunities, and ways to have greater positive impact.

Course Certifications



Cultural Mastery Essentials Course Certification

The Cultural Mastery Essentials training and certification is a six-hour process that teaches the essential principles of *The 6 Stages of Cultural Mastery* in a condensed and curated manner. This is a great solution for organizations seeking to train numerous people in the main principles and actions of Cultural Mastery.



Cultural Mastery Deep Dive Course Certification

The Cultural Mastery Deep Dive training is a 40-hour process that culminates with the coveted CICM designation. (Certification in Cultural Mastery). This process transforms both the cultural mindset and skill set of the participant. Graduates are inclusive and empowering leaders skilled at creating a culture where people long to be.

Keynote Speeches



Live in Person or Virtual Keynote Speeches

These keynote speeches are with Ricardo Gonzalez, the founder of Cultural Mastery and author of *The 6 Stages of Cultural Mastery*. Ricardo is a dynamic and engaging public speaker who will create a meaningful impact on your organization or team. He has spoken for many large organizations and is also professional member of the National Speakers Association.

“ 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

FOUNDATIONAL SUPPORT FOR DEI EFFORTS

CulturalMastery™ provides the perfect foundational support for your diversity, equity, inclusion, and belonging efforts and 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, *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 inclusive and equitable where people long to be.

CERTIFICATION IN CULTURAL MASTERY (CICM)

The value of the Certification in Cultural Mastery is high in today's world. It clearly designates leaders who have committed themselves to developing a cultural mindset and skill set that will properly inform decision-making, compel inclusive and empowering leadership, and prepare them to create cultures where people long to be. It directly impacts how they view and treat people at all levels and from all backgrounds.

To receive the CICM, a participant must successfully complete the Cultural Mastery Deep Dive training, complete three Cultural Concentrations, pass a comprehensive exam, and write a paper on how they will apply the principles of Cultural Mastery to their life and leadership.



Who is this for? It's for leaders who want to be absolutely sure that their actions and decisions with people of diverse cultures will both expand **and** protect their brands. Simply put, it's for leaders who understand the critical need to level up their cultural skills in today's culturally complex world.