

## About the Superdiversity Institute



The Superdiversity Institute for Law, Policy and Business is a multidisciplinary institute specialising in analysing the law, policy and business implications of New Zealand's superdiversity and superdiversity globally.

The Superdiversity Institute has worked with public and private sector organisations who have been awarded the CQ Tick – from large commercial entities to small but agile community organisations like *Active – Auckland Sport and Recreation*.

## About the CQ Tick

The **CQ Tick** is a measurement of the existing level of cultural intelligence (“**CQ**”) of your staff and management. CQ is something that everyone can grow and build, to increase their own and their organisation's cultural capability.

To be awarded the **CQ Tick**, your organisation would undertake a **CQ Survey** which consists of a 5-10 minute anonymous online survey. It tells us about the respondent, their cultural knowledge and the organisation's cultural knowledge.

At the end of the survey, we will provide your organisation with a **CQ dashboard** of information about the cultural makeup of your organisation. The dashboard is an infographic display of your organisation's cultural capability i.e. ethnic makeup, diversity of languages and so on.

Following the survey, your organisation may be awarded our **CQ Tick** certification which may be displayed on your organisations website and marketing, and is valid for 24 months.

Contact [Marina Matthews](#), CEO, Superdiversity Institute for more information.