



CREATIVE  
**WACO**

# CULTURAL INTELLIGENCE

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# About YOU

- Name
- Organization / Business
- Something you hope to change





CREATIVE  
**WACO**

# About Creative Waco

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We exist to grow and support a thriving cultural and creative community in Waco and McLennan County, Texas.

- Formed 2015
- *Local Arts Agency* for Waco and McLennan County
- Team of seven

**STRATEGY**

**RESOURCES**

**TALENT**

**DATA**



# You May Know Us From

## Public Art

- Sculpture Zoo
- Tornado Sculptures
- Airport
- I35
- Strategic Plan





# PUBLIC ART: ARTPRENTICESHIP

- Paid & mentored work experience for talented high schoolers
- Concept to completion project management
- Work Readiness
- Beauty for our city

# You May know us from...

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- Festivals
- Chalk Waco
- Dia De Muertos
- Levitt AMP Concerts





**What is  
CULTURE?**



# What is **CULTURE?**

- place
- religion
- tradition
- food & drink
- unspoken rules (you know if you break them)
- Language (even within English)
- “the water we swim in”





# What is Cultural Intelligence? (CQ)

- *“An outsider’s seemingly natural ability to interpret someone’s unfamiliar and ambiguous gestures the way that person’s compatriots would.”*
- Harvard Business Review, 2004:
  - P. Christopher Earley & Elaine Mosakowski
- **Liz Fraley** “Fundamentals of Lawyer Leadership”
- **Code Shifting**
- **Leadership CQ** means not just fitting in, but shaping cultural norms in the direction of the change you seek.



When Did You Feel  
Out of Place?

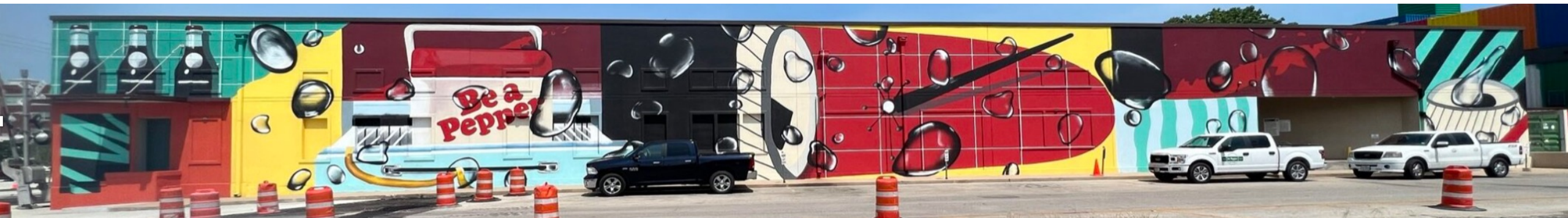
...and what could  
have made a  
difference?





# The Tools in the kit

- You have identified things in your power
- Anything that changes the narrative or the lens
- Arts offer a powerful toolkit for invitation, engagement, perspective shifting



# Questions?



[Creativewaco.org](http://Creativewaco.org)