## UGM Cultural Intelligence Framework

### Competency: AWARENESS

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<td>Conscious that your behaviour may be unexpected for culturally-different others. They may therefore find it hard to understand or accept. Sensitive to how your communication and behaviour might be interpreted by others.</td>
<td>When someone lacks awareness of how they are coming across and what may be going wrong in a situation, they will not be motivated to address any problems that exist: they are simply not aware there’s an issue. In contrast, becoming more aware of what’s happening, including what’s being conveyed subtly, can help reduce misunderstanding and loss of meaning.</td>
<td>Lack of awareness can:</td>
<td>Anticipating the potential reactions of others in a situation. Reading those reactions accurately in the moment. Adjusting what you say and do in the light of your awareness. For instance, being aware of verbal and non-verbal signals, such as gestures, expressions &amp; intonation. Remember, even a slight hesitation, or the absence of a signal normally present, can convey some crucial information.</td>
<td>Choose a colleague you know well and trust: someone who attends regular meetings with you. Ask this person to pay attention to the ways others react to you. Discuss your impressions afterwards. Through reading and professional development, extend your awareness of potential areas of cultural mis-match or clash. This self reflection and insight will help you notice more of what is going on in culturally complex situations. Constantly challenge and extend your awareness levels through questioning what you might be assuming. Becoming more aware of your culturally-based frames of reference can help you notice what has been ‘out of frame’ for you in the past.</td>
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**Example behaviours**

- Anticipating the potential reactions of others in a situation
- Reading those reactions accurately in the moment
- Adjusting what you say and do in the light of your awareness
- For instance, being aware of verbal and non-verbal signals, such as gestures, expressions & intonation. Remember, even a slight hesitation, or the absence of a signal normally present, can convey some crucial information.

**Developing this attribute**

- Choose a colleague you know well and trust: someone who attends regular meetings with you. Ask this person to pay attention to the ways others react to you. Discuss your impressions afterwards.
- Through reading and professional development, extend your awareness of potential areas of cultural mis-match or clash. This self reflection and insight will help you notice more of what is going on in culturally complex situations.
- Constantly challenge and extend your awareness levels through questioning what you might be assuming. Becoming more aware of your culturally-based frames of reference can help you notice what has been ‘out of frame’ for you in the past.