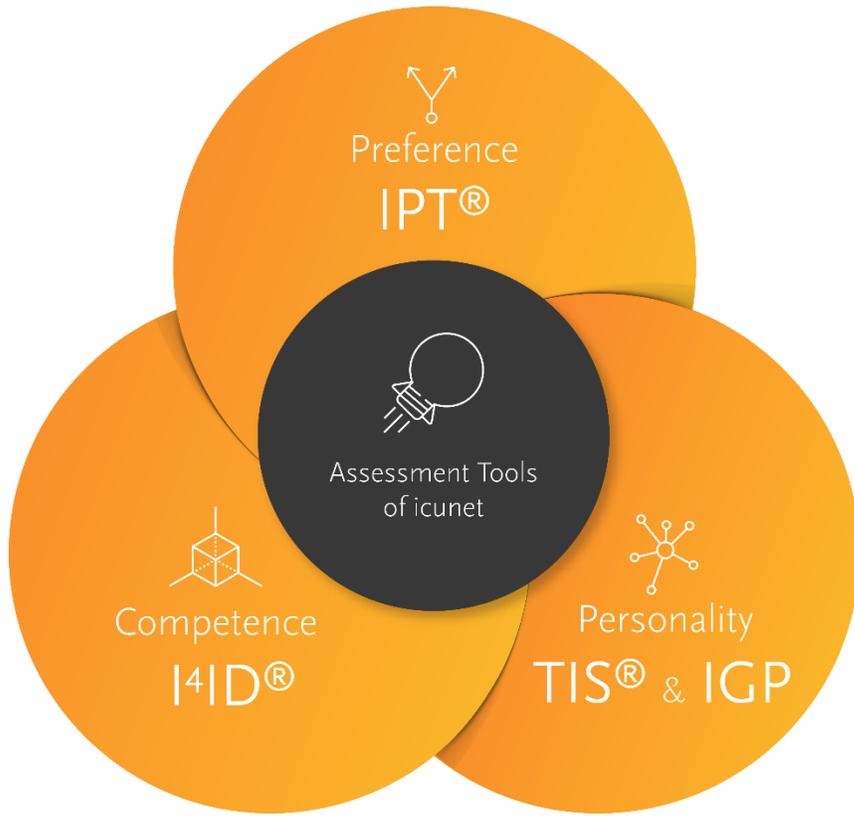


Discover and unfold potential



IPT®

What is my preferred style of communicating and working?
What is typical for my own and other cultures?

I4ID® and IFID®

Which competencies can I learn to be successful internationally?
How interculturally competent am I and what competencies can I develop further?

TIS® and IGP

What is my typical way of thinking, acting and feeling?
How does my personality style impact my success abroad or my work in a global environment?



	IPT®	I4ID®	TIS®	IGP
Objective / purpose	Comparison of one's own (cultural) preferences with those of other cultures	Capturing of developmental, internationally relevant competencies	Capturing of interculturally relevant personality traits	Capturing of personality traits that are relevant for working in agile, international and digital environments
Construct	7 profiles of working styles	19 intercultural competencies	8 personality traits (intercultural focus)	13 Personality traits (focus on working globally)
Method	Online Questionnaire Duration: approx. 10 minutes, self-assessment Debrief: 45 - 60 minutes	Online Questionnaire Duration: approx. 40 minutes, self-assessment + situational judgement test Debrief: 90 - 120 minutes	Online Questionnaire Duration: approx. 10 minutes, self-assessment Debrief: 60 minutes	Online Questionnaire Duration: approx. 10 minutes, self-assessment Debrief: 60 minutes
Development	2006	2013	2013 (2008)	2018
Languages available	German, French*, English, Italian*, Spanish*	German, English, Spanish*, Italian*, Chinese	German, English	German, English, Spanish
Characteristics	Comparison of over 70 countries Company comparison and group profile possible	Capturing of two facets of intercultural competence (cognitive and conative); measurement of intercultural development ("before and after ")	Normed, conclusions about interculturally relevant personality traits; appreciative evaluation	Team and company analysis
Recommended fields of application	Intercultural awareness, expat & group training, coaching, preparation for stays abroad, team building	Personnel selection, expat training, coaching, ACs, DCs & OCs, management programs, effectiveness evaluation	Personnel selection, expat training, (spouse) coaching, ACs, DCs & OCs, preparation for stays abroad	Preparation for global positions, coaching ("unfolding potential"), personnel selection in AC, strategic consulting, change management

*questionnaire only, not the report





The Assessment Tools of icunet: Unearth and foster intercultural potential



IPT®
Intercultural Preference Tool

- Assessment tool to determine employees' intercultural training needs
- Method to sensitize for intercultural misunderstandings and conflict potential in order to prepare for international assignments or cooperation
- Measures individual cultural preferences based on seven cultural dimensions
- Personal preferences can be compared with up to nine relevant countries, chosen from more than 70 country profiles



I4ID®
Inventory for Intercultural Development

- Assessment tool for internal and external employee selection of mid-level and upper-level management as well as expatriates or trainees
- Basis of selection interviews
- Measures 19 competences in an international context that can be assigned into six competence areas: communication, learning, social interaction, self-awareness, self-management and creating synergies
- Display developmental progress



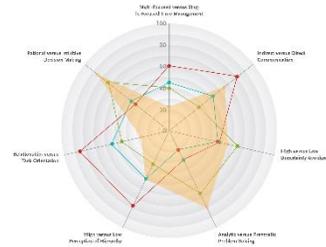
TIS®
Test of Intercultural Sensitivity

- Assessment tool to analyse employees' potential, for example as part of development centres
- As a basis for selection decision when recruiting international managers, expats, interns or trainees as part of assessment centres or interviews
- Measures eight stable personality traits which have been shown to positively influence international success

The Assessment Tools of icunet: Unearth and foster intercultural potential



**INTERCULTURAL
PREFERENCE
TOOL**



IPT®

... analyse the participants' intercultural preferences



**TEST OF
INTERCULTURAL
SENSITIVITY**

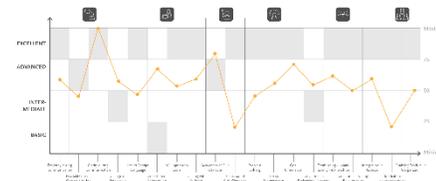
Category	Item	Score	Scale	Description
1. Anthropology	1.1. Anthropology is the study of human beings and their societies.	4	1-5	Anthropology is the study of human beings and their societies.
	1.2. Anthropology is the study of human beings and their societies.	4	1-5	Anthropology is the study of human beings and their societies.
2. Culture	2.1. Culture is the way of life of a particular group of people.	4	1-5	Culture is the way of life of a particular group of people.
	2.2. Culture is the way of life of a particular group of people.	4	1-5	Culture is the way of life of a particular group of people.
3. Diversity	3.1. Diversity is the state of being different.	4	1-5	Diversity is the state of being different.
	3.2. Diversity is the state of being different.	4	1-5	Diversity is the state of being different.
4. Globalization	4.1. Globalization is the process of interaction and integration among people from different cultures.	4	1-5	Globalization is the process of interaction and integration among people from different cultures.
	4.2. Globalization is the process of interaction and integration among people from different cultures.	4	1-5	Globalization is the process of interaction and integration among people from different cultures.
5. Intercultural Communication	5.1. Intercultural communication is the exchange of information between people from different cultures.	4	1-5	Intercultural communication is the exchange of information between people from different cultures.
	5.2. Intercultural communication is the exchange of information between people from different cultures.	4	1-5	Intercultural communication is the exchange of information between people from different cultures.
6. Intercultural Sensitivity	6.1. Intercultural sensitivity is the ability to understand and appreciate the differences between cultures.	4	1-5	Intercultural sensitivity is the ability to understand and appreciate the differences between cultures.
	6.2. Intercultural sensitivity is the ability to understand and appreciate the differences between cultures.	4	1-5	Intercultural sensitivity is the ability to understand and appreciate the differences between cultures.

TIS®

... understand the participants' personality traits relevant for an intercultural context



**INVENTORY FOR
INTERCULTURAL
DEVELOPMENT**



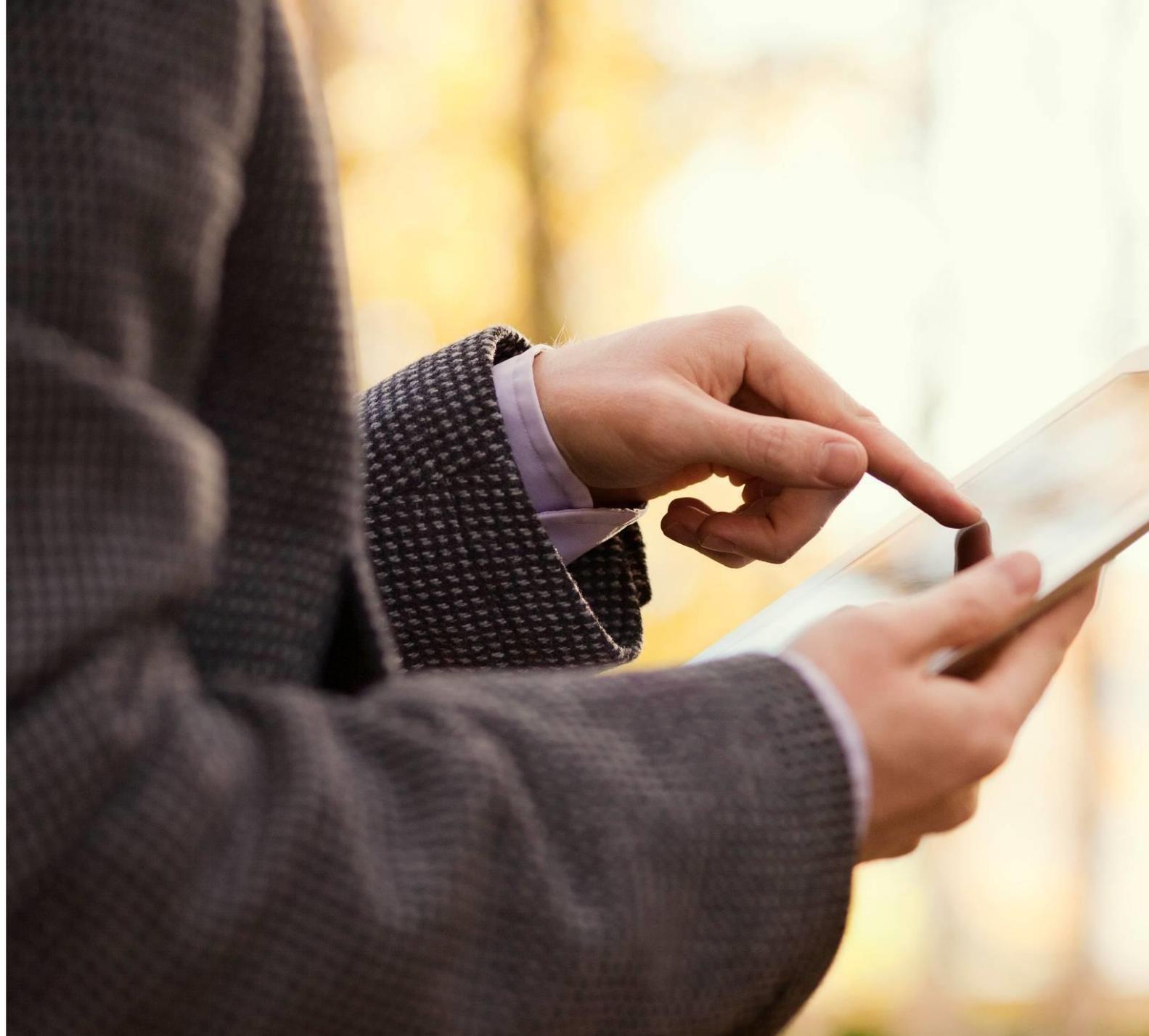
I4ID®

... measure intercultural competences and developments

Intercultural Preference Tool

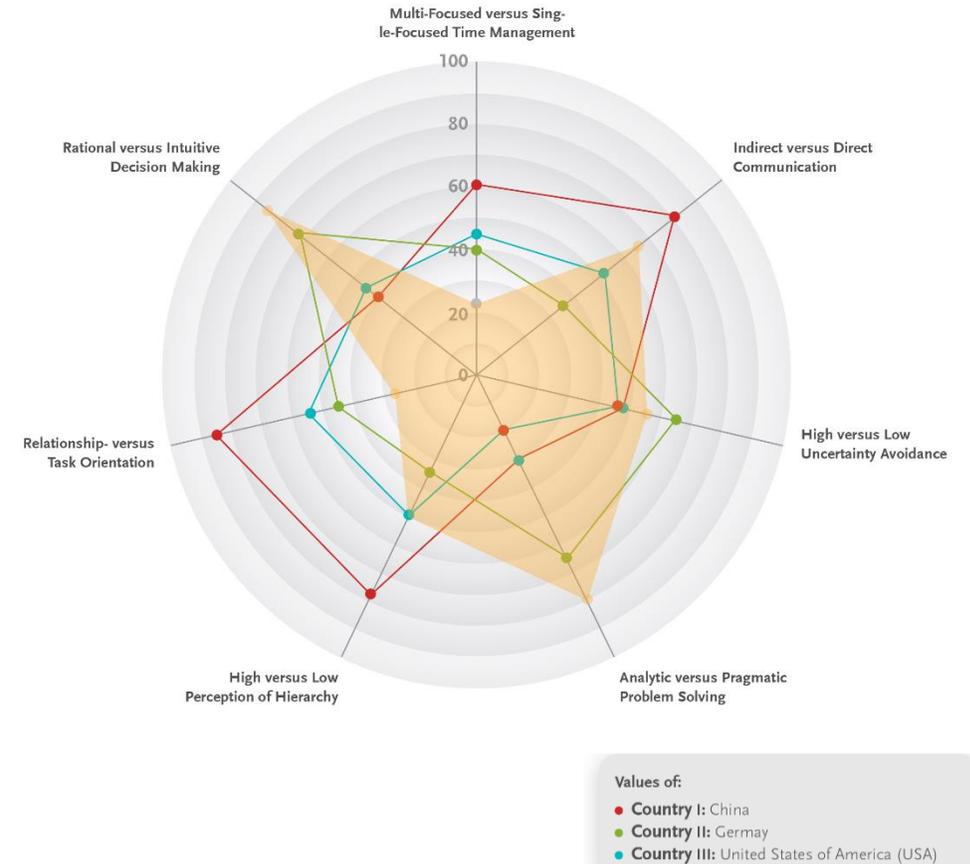


**INTERCULTURAL
PREFERENCE
TOOL**

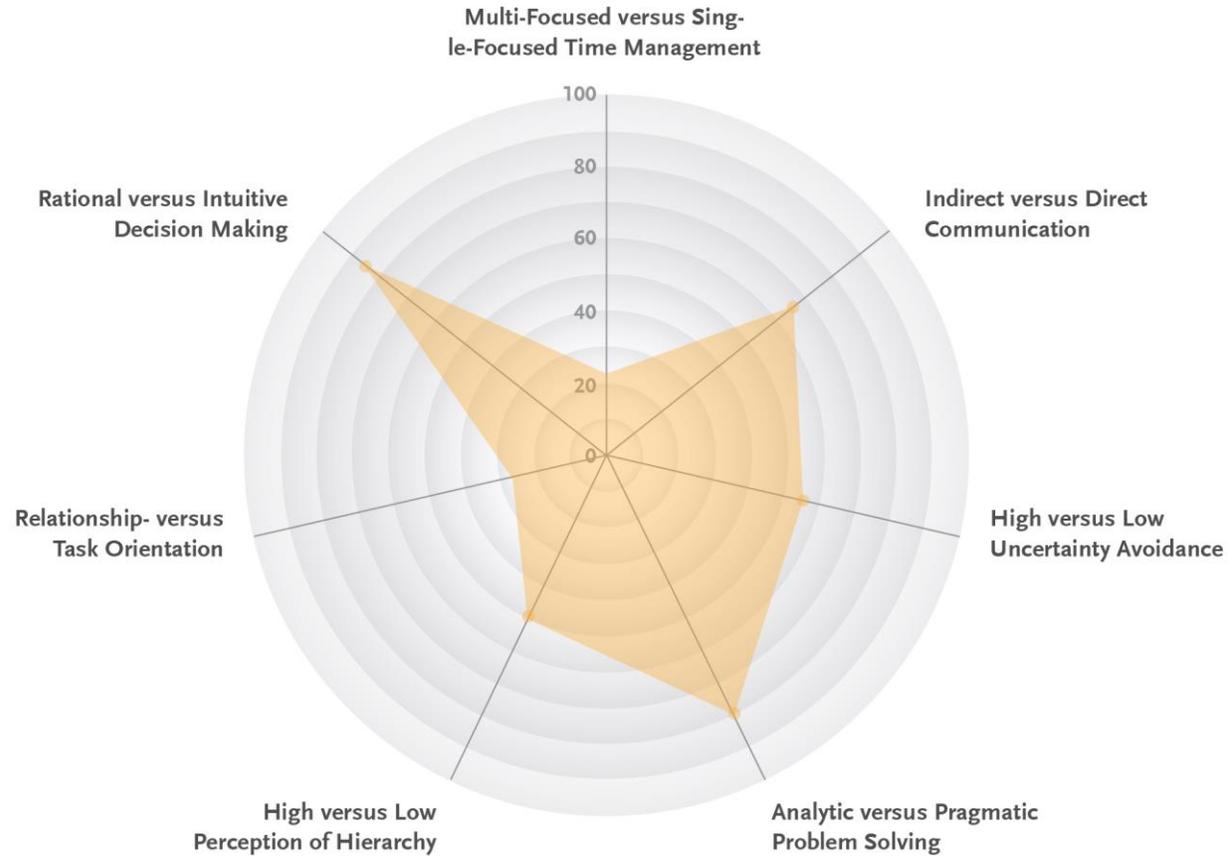


IPT® – Assessment of Cultural Preference

- Analyzes individual cultural preferences using the seven most business relevant cultural dimensions
- Matches the individual preferences to various other cultural profiles
- Approx. 70 country profiles available for comparison, group profiling possible
- 16-page assessment report with personalized recommendations

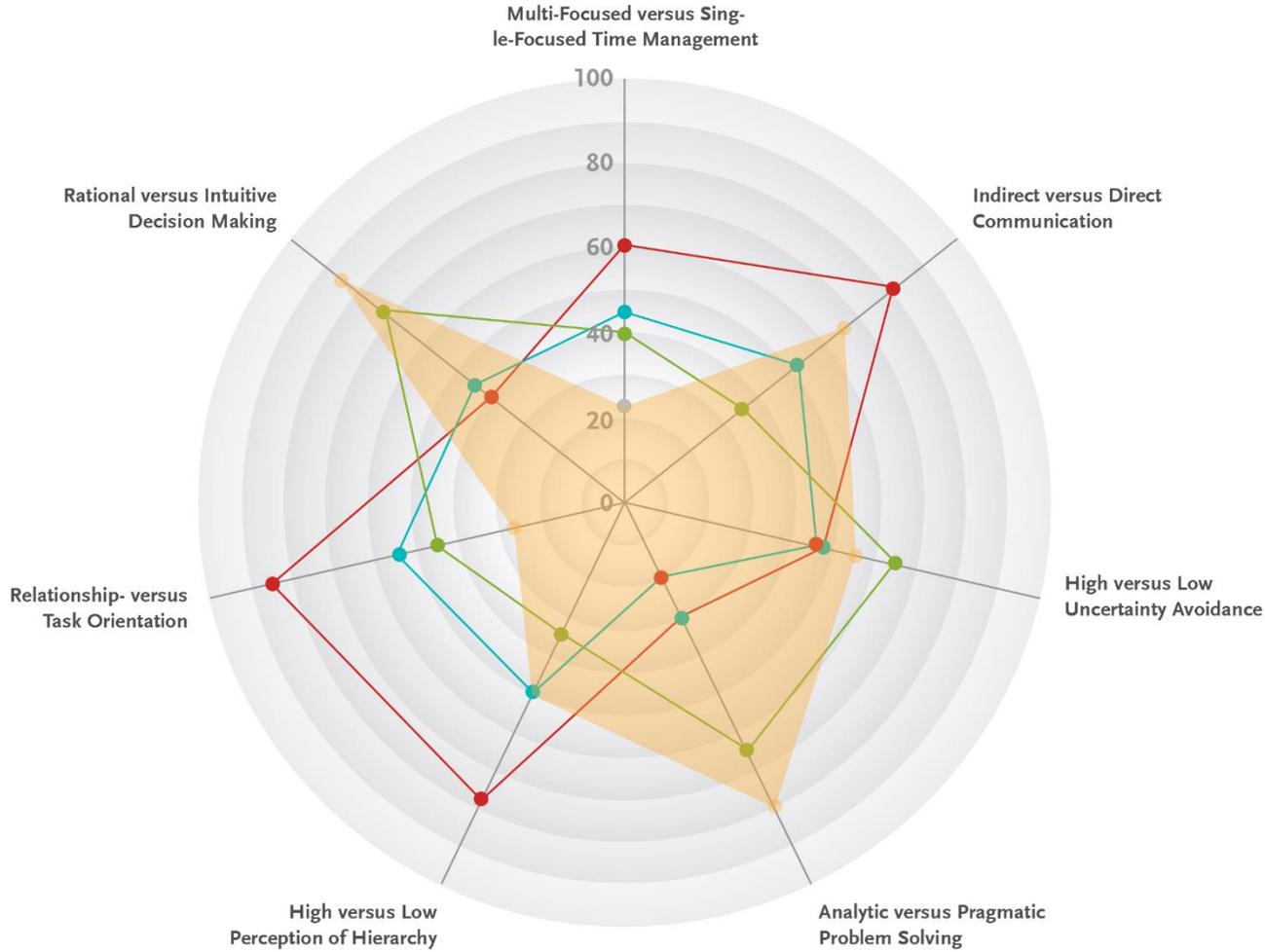


Personal Appraisal profile of the IPT®



Time Management 100 = Multi-Focused Time Management 0 = Single-Focused Time Management	Communication 100 = Indirect Communication 0 = Direct Communication	Dealing with Uncertainty 100 = High Uncertainty Avoidance 0 = Low Uncertainty Avoidance	Problem Solving 100 = Analytic Problem Solving 0 = Pragmatic Problem Solving
Perception of Hierarchy 100 = High-level Perception of Hierarchy 0 = Low-level Perception of Hierarchy	Relationship versus Task Orientation 100 = Relationship Orientation 0 = Task Orientation	Decision Making 100 = Rational Decision Making 0 = Intuitive Decision Making	

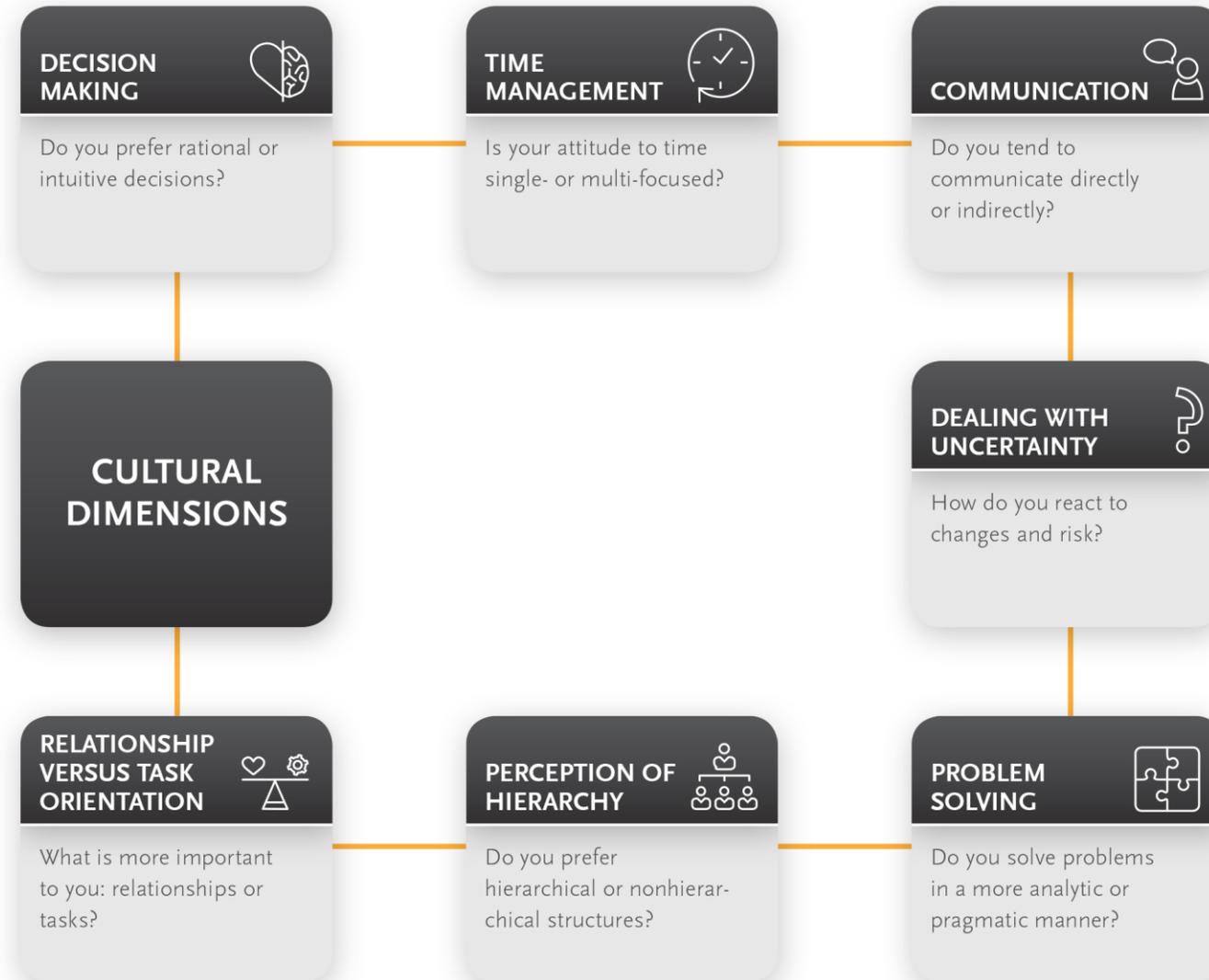
Comparison with more than 70 country profiles



Values of:

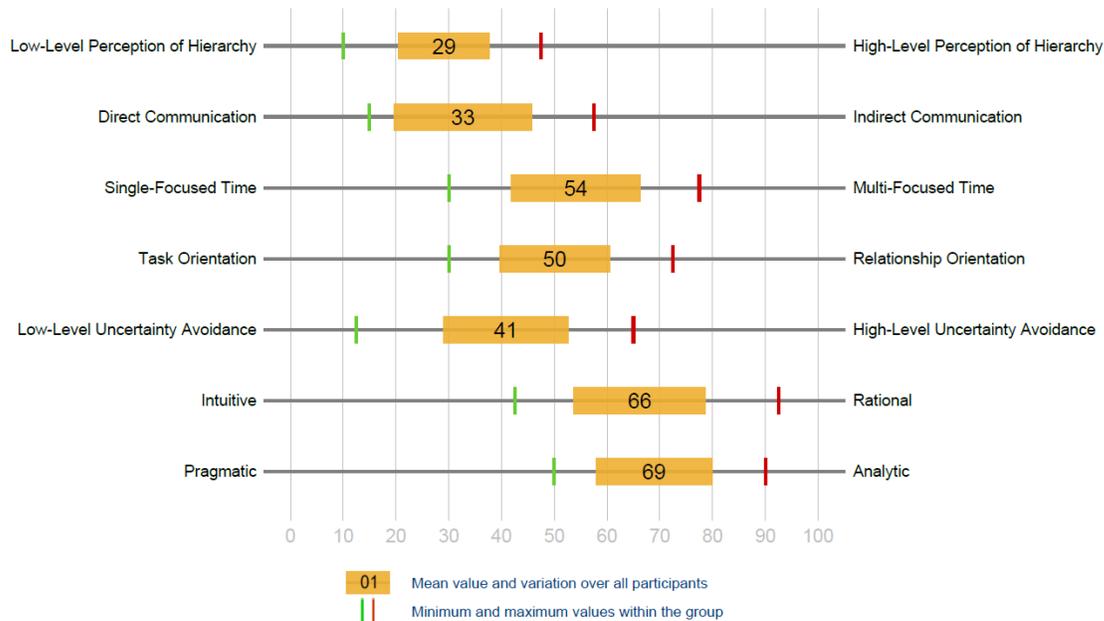
- **Country I:** China
- **Country II:** Germany
- **Country III:** United States of America (USA)

Cultural Dimension of the IPT® – based on science



?

Group Profile of the IPT®



- Offers an intercultural graphic team-evaluation with average, spread, minimal and maximal values, classified according to the dimensions of the IPT®
- Enables specific discussions and questions such as:
 - Where does our team stand?
 - How can we benefit from the diversity in our team? How can we use our individual preferences in a profitable way for our team work?
 - Which dimensions are very distinctive in our team and which not?

Cultural Distance Factor

	TM	CO	DU	PS	PH	RT	DM
China	38	15	8	50	28	55	45
Germany	18	30	10	15	15	15	13
United States of America (USA)	22	13	9	60	0	25	40

Legend

TM: Time Management

CO: Communication

DU: Dealing with Uncertainty

PS: Problem Solving

PH: Perception of Hierarchy

RT: Relationship vs. Task Orientation

DM: Decision Making

- The Cultural Distance Factor represents the difference between the participant's personal scores and scores for the respective countries.
- Low Distance Factor:
 - The participant's score in this dimension is close to that of the country concerned.
- High Distance Factor:
 - The participant's score in this dimension is far from that of the country concerned.



IPT® Application Fields

Human Resources Development

- Intercultural Sensitivity Training
- Individualisation of Country Training
- Expat- and Group Trainings
- Project Management (Team Formation)
- Team Building
- Coaching

IPT® Psychometric Properties

Developed 2006



Reliability

- Cronbach's α (individual scales) = .63 - .85

Validity

- Construct Validity: positive correlations between dimensions and validation scales (e.g., BIPB)

Development of Country Scores

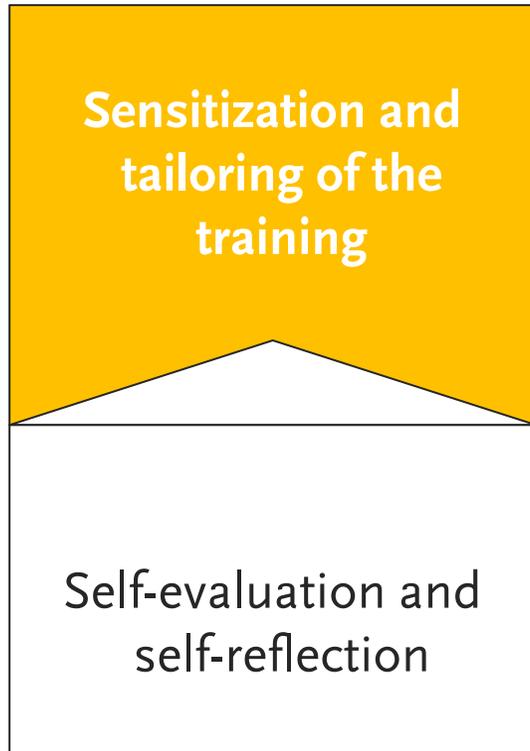
- Delphi Method (Agreement of 10 – 15 experts per country)
- Regular updates based on political or economical changes



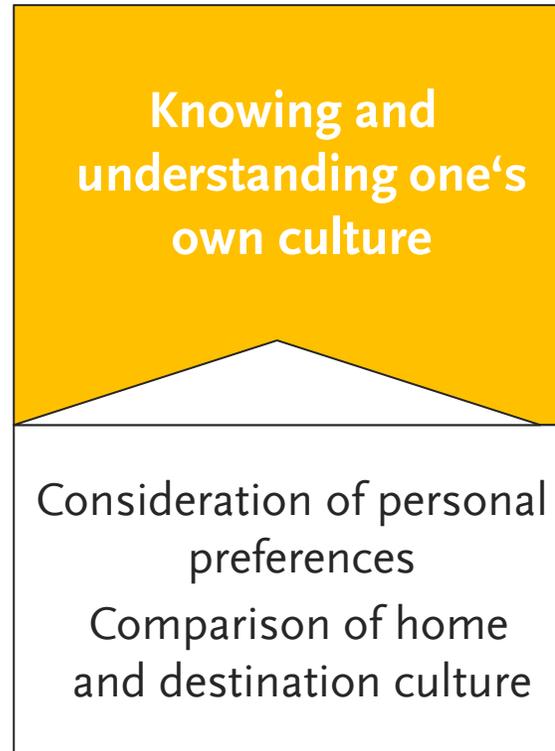
Individuality and Sustainability – confirmed by 20.000 + Users



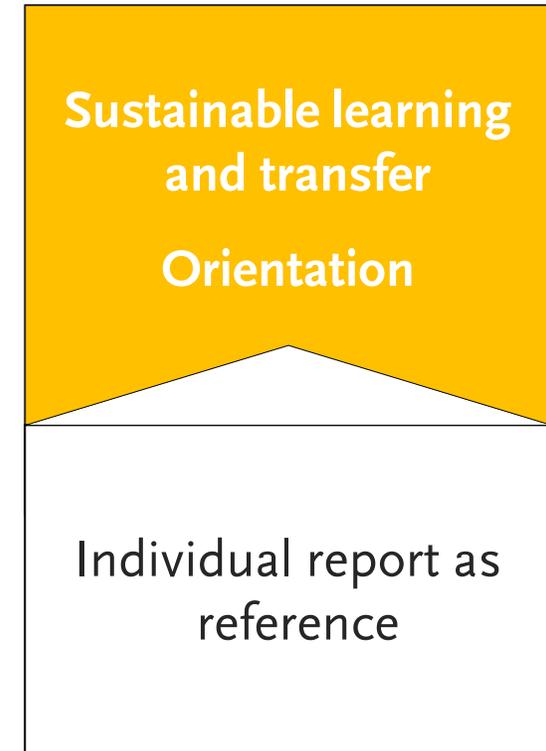
In advance



During the training



As follow-up



Inventory for Intercultural Development



INVENTORY FOR
**INTERCULTURAL
DEVELOPMENT**



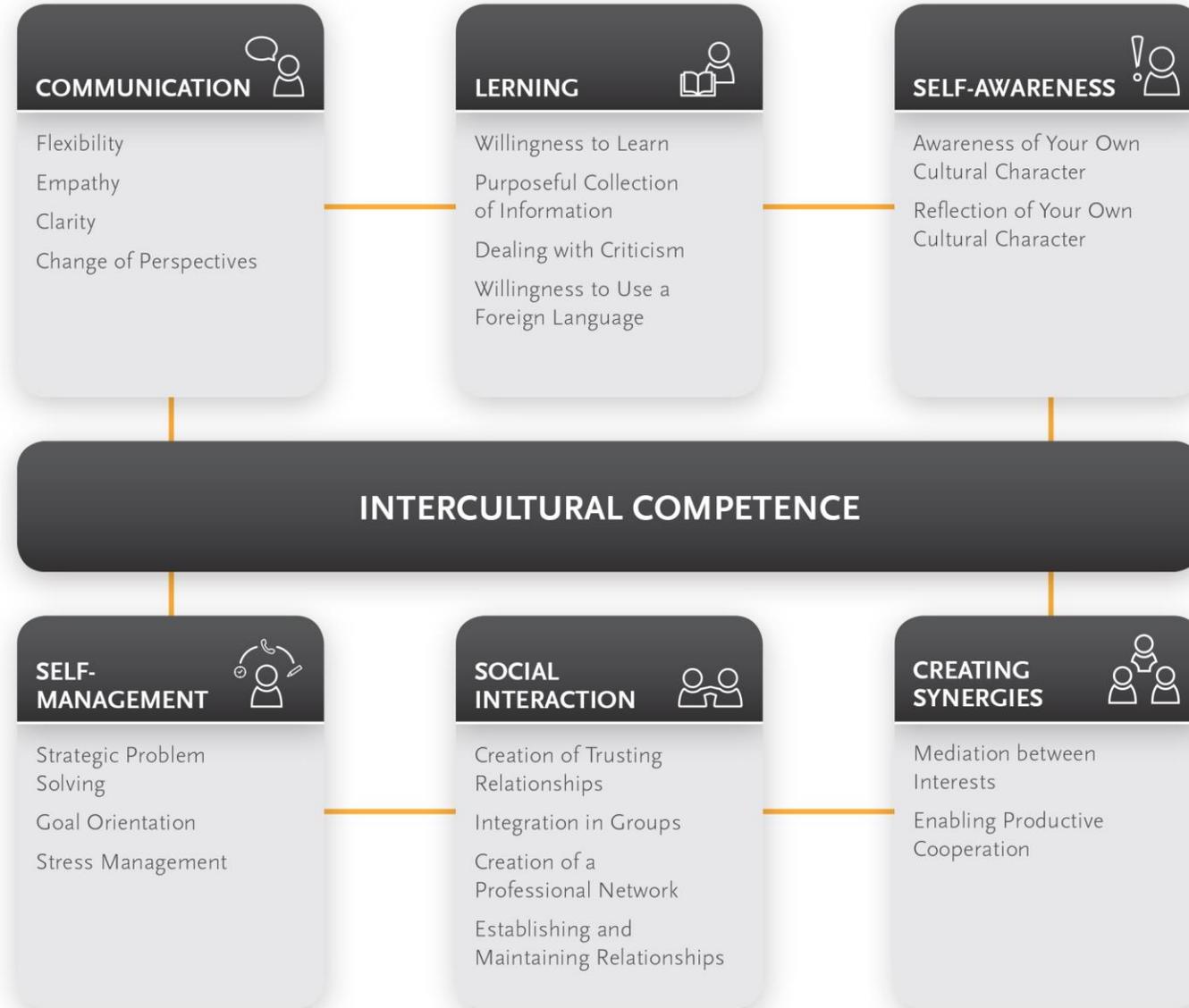
Inventory for Intercultural Competence



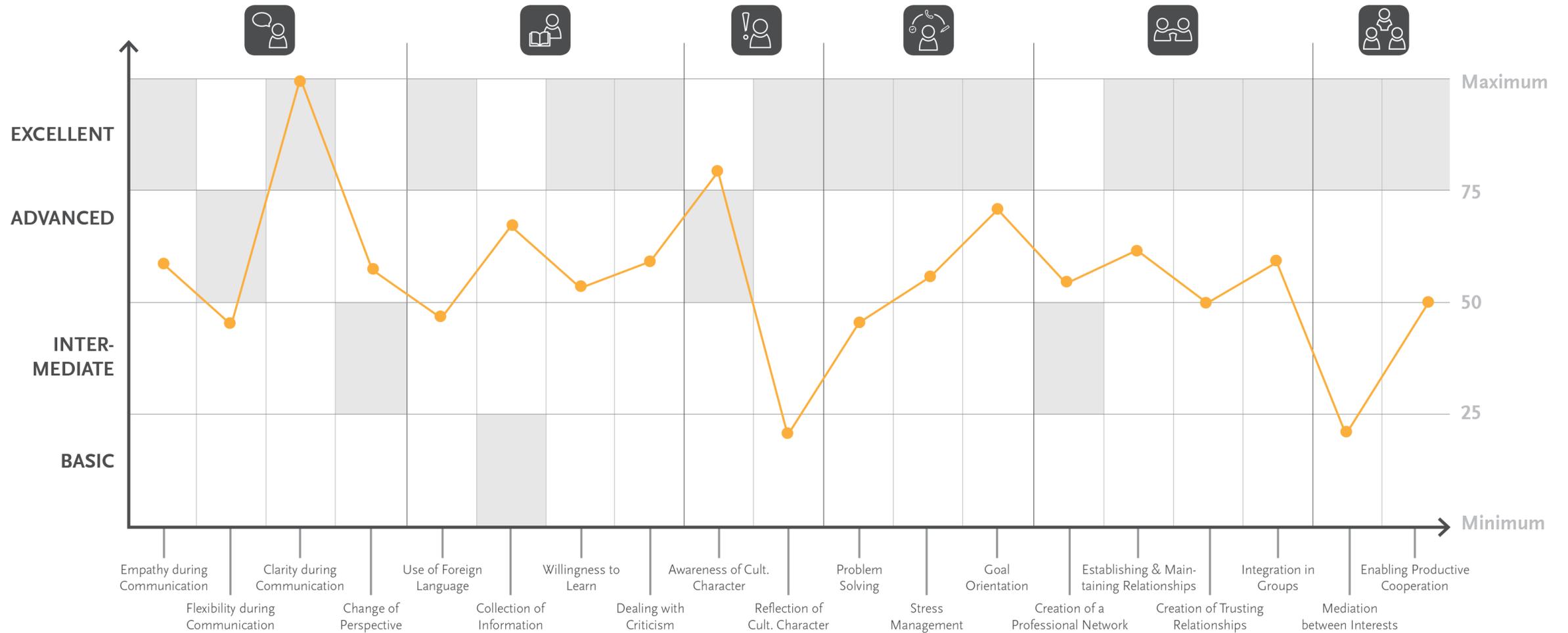
 Your current level of intercultural competence

- Coaching tool to diagnose potential and training needs in the context of an assignment and to increase intercultural competence
- Measures 19 intercultural competencies that can be assigned within the following areas: communication, learning, social interaction, self-awareness, self-management, and creating synergies
- Draws up an individual result profile with recommendations for intercultural behavior
- 19 different intercultural competences create a highly diversified profile of your employee
- First online tool on the market that measures intercultural competence while combining two methods: Self Image and Probable Behavior

Intercultural Competence



Diversified results Profile of the I⁴ID[®]





I⁴ID® Application Fields

- As a coaching tool to increase intercultural competence
- To diagnose potential and training needs in the context of an assignment
- As a basis for creating talent pools
- To support decision-making during the selection (e.g., with an assessment center or assessment interview) of international managers, expatriates, interns, or trainees
- To detect development success through trainings, coaching, or assignments

I⁴ID[®] Psychometric Properties

Developed 2013



Pre-Study including literature review and expert interviews (client and consultants) to define relevant competencies

Adapted Version available for Chinese Culture (IFID[®])

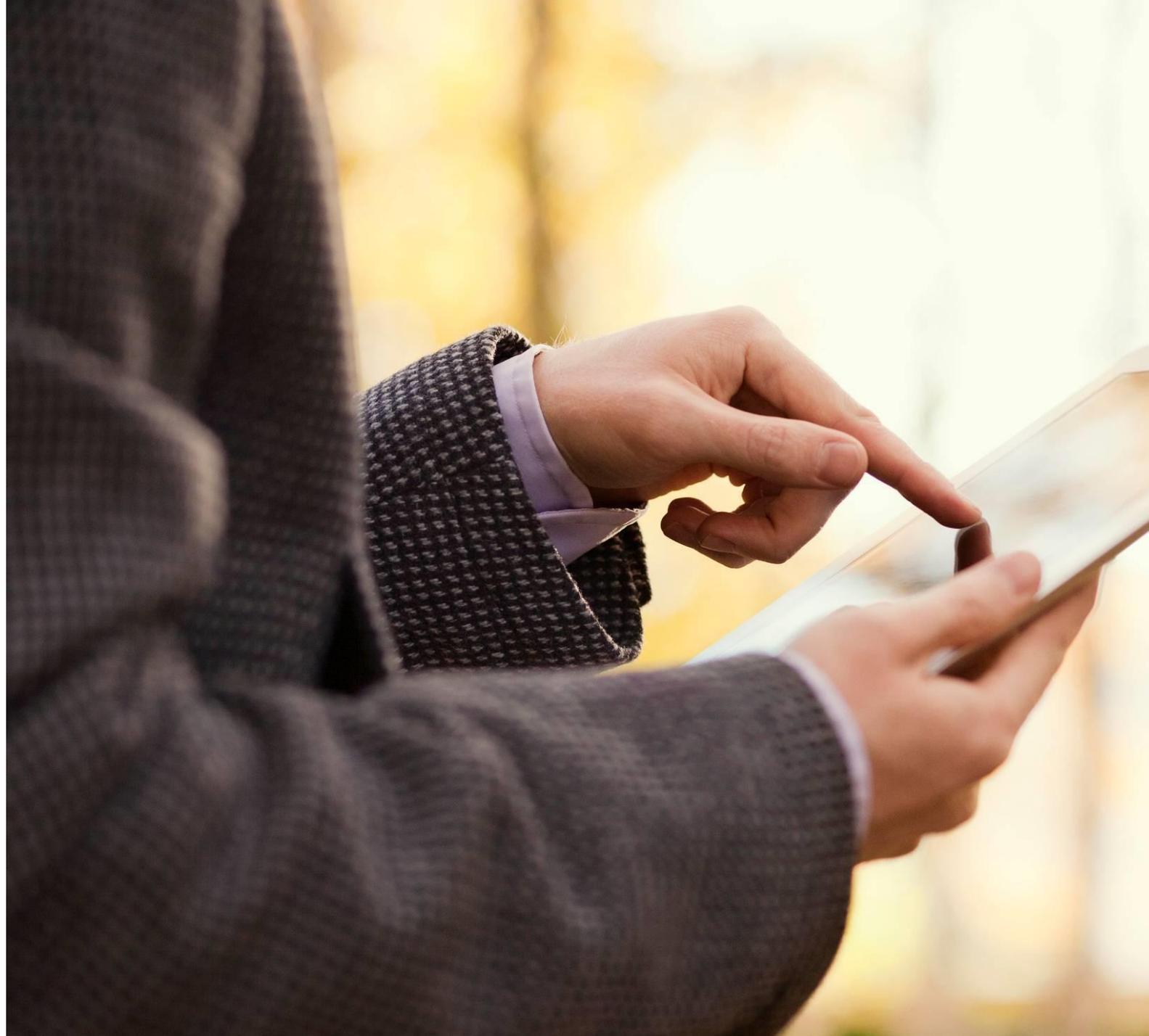
Reliability

- Cronbach's α (overall scale) = .96
- Cronbach's α (individual scales) = .69 – .90

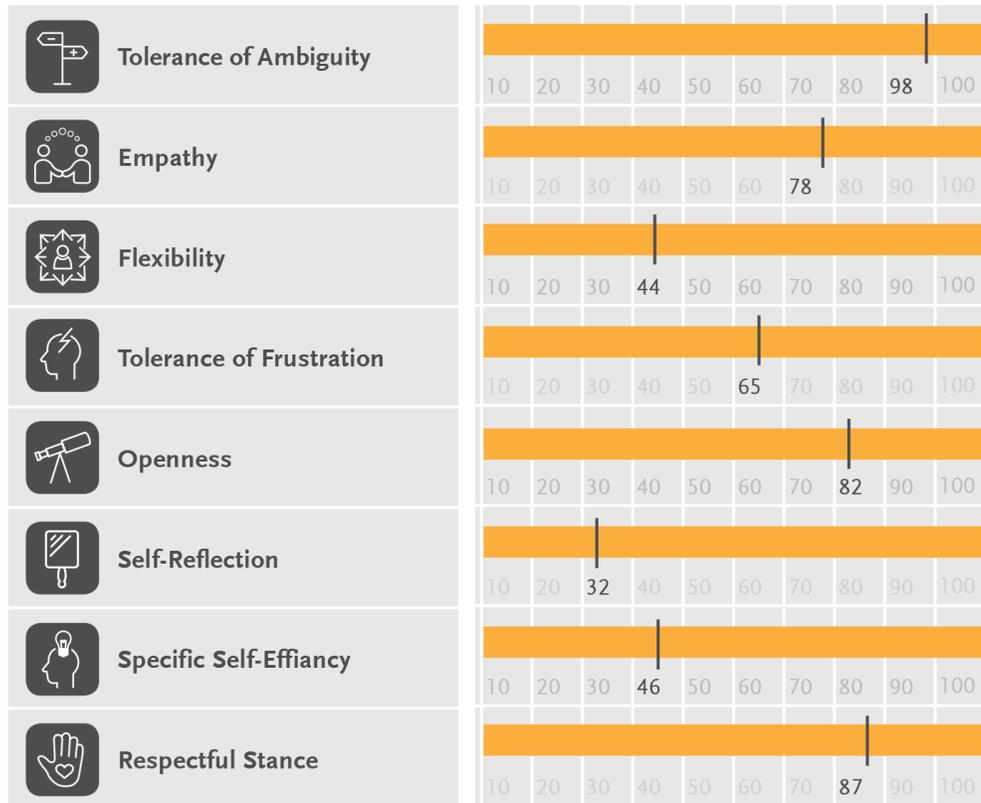
Validity

- Construct Validity: positive correlations between SJT and self-evaluation
- Criterion Validity: positive correlations with international experience and previous training experience

Test of Intercultural Sensitivity

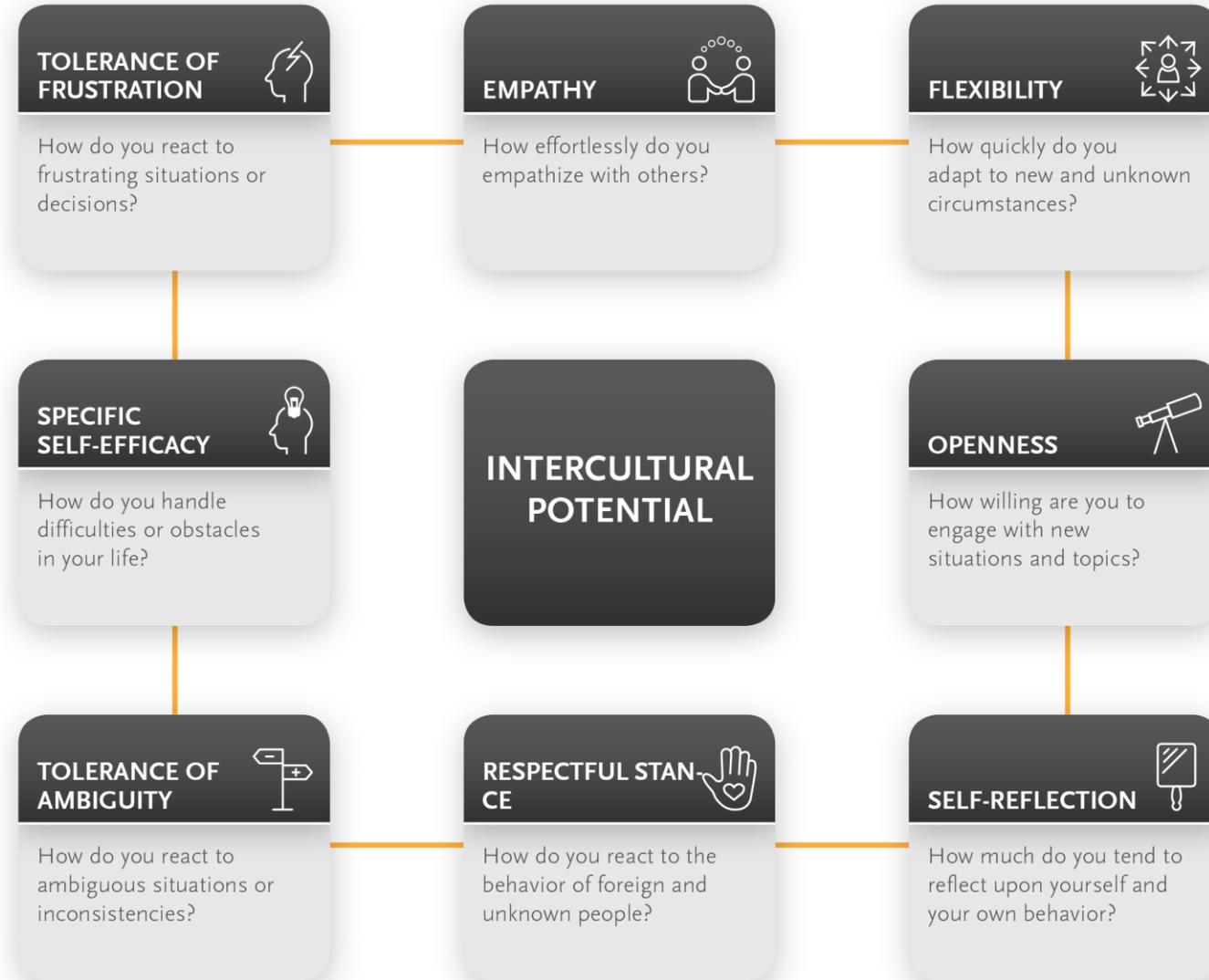


TIS® - Personality in an Intercultural Context



- Assessment of eight stable personality traits that have been shown to positively influence the success to living and working in an intercultural context
- Exploratory but timesaving instrument
- Maximally appreciative depiction of results
- Great relevance in professional as well as private setting

TIS® - Personality Traits



Personal Appraisal Report of the TIS®

 Tolerance of Ambiguity	Prefers clearer and more regulated situations; reacts rather nervous to ambiguous situations and inconsistencies.		Reacts rather calm to ambiguous situations and inconsistencies; sees uncertainty as a chance.
 Empathy	Rarely influenced by other's emotions; mainly focusses on facts during interactions.		Puts oneself in the position of others effortlessly; tendency to sympathize; mainly focusses on the interaction partner during interactions.
 Flexibility	Feels more comfortable in familiar situations; reacts rather carefully to changes.		Adapts effortlessly to new circumstances; reacts rather fast to changes.
 Tolerance of Frustration	Reacts rather impatient to frustrating situations; expects things to work out immediately.		Reacts rather calm and relaxed to frustrating situations; keeps working on tasks despite adverse circumstances.
 Openness	Feels more comfortable in well-known surroundings; approaches new things carefully and tentatively.		Reacts rather fast to changes; adapts to new circumstances effortlessly.
 Self-Reflection	Rarely questions oneself; tendency to reflect the environment instead of oneself.		Questions oneself regularly; tendency to reflect oneself instead of the environment.
 Specific Self-Efficacy	Looks expectant towards the future; believes in destiny and luck.		Tries to actively influence one's future; is convinced to be in control of one's own life.
 Respectful Stance	Regularly questions different ways of living; initially skeptical towards unknown people.		Regularly assumes good intentions of others; generally positive towards unknown people.



TIS® Application Fields

- As decision-making support in the selection process of internal or external candidates, e.g. in combination with assessment centers or interview
- For potential analyses prior to an international assignment and to assess individual training needs
- In the context of an individual preparation for a stay abroad or intercultural collaboration

TIS® Psychometric Properties

Developed 2008, regularly revised (latest version from 2014)



TECHNISCHE
UNIVERSITÄT
DARMSTADT

Reliability

- Cronbach's α (overall scale) = .88
- Cronbach's α (individual scales) = .61 – .88

Validity

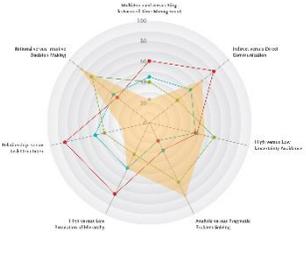
- Construct Validity: positive correlations with related scales (e.g. Big 5)
- Criterion Validity: positive correlations with, for example, international experience and foreign language proficiency

Intercultural Potentials – How to discover and develop them

Cultural Preference



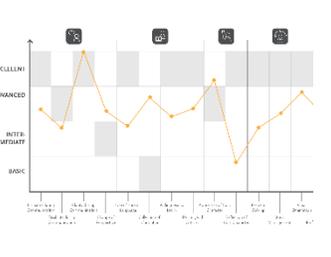
INTERCULTURAL PREFERENCE TOOL



Competence



INVENTORY FOR INTERCULTURAL DEVELOPMENT



Personality



TEST OF INTERCULTURAL SENSITIVITY

	Interkulturelle Sensibilität	Beurteilt die Fähigkeit, sich in andere Kulturen einzufühlen und sie zu verstehen.	100
	Empathie	Beurteilt die Fähigkeit, die Gefühle und Bedürfnisse anderer zu verstehen.	100
	Flexibilität	Beurteilt die Fähigkeit, sich an neue Situationen anzupassen.	100
	Prozesskompetenz	Beurteilt die Fähigkeit, die Prozesse der Interaktion zu verstehen.	100
	Offenheit für Neues	Beurteilt die Offenheit für neue Erfahrungen und Ideen.	100
	Selbstreflexion	Beurteilt die Fähigkeit, sich selbst und die eigene Rolle zu reflektieren.	100
	Spezifische Fachkenntnisse	Beurteilt die spezifischen Kenntnisse in einem Bereich.	100
	Wertschätzung, Grundhaltung	Beurteilt die Grundhaltung gegenüber anderen Kulturen.	100

International Human Resource Development

International Personnel Selection

How would this look like in Sports?

