



An Executive Summary

Go Culture International (GCI) exists to provide the most reliable intercultural competency assessment tool. With a reliability score of 93% (Cronbach's Alpha .93), GCI offers industry-leading data accuracy for global citizenship aptitude. Began as a research initiative in 1998 by leading Intercultural scholar Dr. Carley H. Dodd, the GCI assessment and coaching program spent eight years in development, followed by 13 years of testing.

Instead of focusing on culture-specific nuances, Dr. Dodd and co-developer Dr. Justin Velten culminated 45 years of intercultural competency research to observe human psychological, emotional, and physiological reactions to cultural relocation. Based on these results, person-specific coaching was honed to enhance expat success in global mobility. In each examination, participants displayed statistically significant improvements in global citizenry via pre and post testing.

Now available completely online and integrated with Terra Dotta, LLC, GCI provides institutions and organizations a streamlined approach to assessment, data-collection, and reporting. Alongside quantitative data, GCI maintains institution-specific qualitative data entry and reporting via participant-journaling. Institutions can implement GCI's programming in a matter of minutes or invest entire months developing context or client-specific questions, winnowing data, and developing data-driven programming.

Accompanied by a proprietary and highly correlated objective, third-party observer assessment, the Supervisor Survey of Intercultural Performance (SSIP), GCI completes the circle of assessment for institutions wanting to understand and report the impact of participant education and experience on global citizenship. GCI serves over 3,000 clients, including some of the largest and most prestigious institutions representing work in over 40 countries. Learn more at goculture.org.

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