



MC³ AWARENESS PROGRAMME

MC³ – The Multilingual Crisis Communication Fix



BY ANN DESSEYN

Recognising Communication Risk in Multilingual & Multicultural Environments

MC³ Method Awareness

Professional Awareness Programme

Why This Matters

In global work, communication does not fail loudly. It fails quietly.

Projects stall without objection.

Decisions unravel without challenge.

Agreement appears to exist – until delivery collapses.

In multilingual and multicultural environments, this risk is amplified:

- people operate in a second or third language
- politeness replaces clarity
- silence is misread as consent
- “yes” does not always mean commitment
- authority is expressed differently across cultures

These are not simply interpersonal issues. Their consequences can become business risks.

MC³ Method exists to make these hidden communication problems visible before their consequences become harder to manage.

What MC³ Awareness Is (and Is Not)

MC³ Method Awareness is about seeing communication differently:

- a structured introduction to communication risk
- a way to recognise early warning signs
- a framework for recognising Language, Culture, Power and Process influences
- a way to connect communication signals with their potential consequences

MC³ Awareness is not:

- language training
- cultural etiquette training
- generic communication skills training
- Practitioner-level diagnosis or intervention training

What You Will Learn in MC³ Awareness

During the MC³ Awareness programme, you will learn to:

- recognise early warning signs of multilingual communication problems
- use Language • Culture • Power • Process as an Awareness lens
- recognise when shared meaning may be drifting
- identify how communication problems can escalate into wider consequences
- use the MC³ Awareness Check with straightforward workplace situations
- recognise when a situation requires Practitioner-level investigation

Shared language does not guarantee shared meaning.

Awareness teaches participants to notice patterns rather than make assumptions about personalities, nationalities or cultures.

Who It Is For

Professionals working across languages, cultures, borders, international teams, organisational roles and power structures.

How You Will Learn

Workplace examples, short cases, guided discussion and structured Awareness Checks.

Assessment

No formal assessment is required at Awareness level.

Available from 2027

Instructor-led: in person or online

Online self-study

Progression

Awareness → Practitioner → Advanced

Awareness teaches participants to recognise communication patterns and their potential consequences.

Practitioner develops the ability to investigate, diagnose and intervene.

Awareness is non-assessed. Practitioner competence is assessed.

Completion of Awareness does not confer MC³ Method Practitioner status.



MC³ Method™

Multilingual Multicultural Communication

Developed by Ann Desseyn

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