



MC³ AWARENESS PROGRAMME

MC³ – The Multilingual Crisis Communication Fix
Diagnostic Orientation for Communication Risk
in Global & High-Stakes Environments



BY ANN DESSEYN

Recognise failure patterns before they cost time, money, or reputation.

Diagnostic Orientation

for Multilingual & Multicultural Communication Risk

(Book-Based Awareness Training - 2 Modules)

Why This Programme Exists

Most organisations do not lose time, money, or reputation because of bad intent or poor strategy.

They lose it because **meaning collapses quietly**.

Typical early warning signs include:

- agreement is assumed where there is none
- silence is misread as consent
- politeness hides refusal
- directness triggers offence
- decisions drift without anyone noticing

By the time the problem surfaces, it is already expensive.

The **MC³ Awareness Programme** exists to help professionals **see these risks early** – before they escalate into rework, conflict, project failure, or reputational damage.

What MC³ Awareness Is (and Is Not)

MC³ is a diagnostic framework.

MC³ focuses on predictable failure patterns, not personalities.

It identifies:

- where communication breaks down
- why it breaks down
- how language, culture, hierarchy, and pressure interact to distort meaning

MC³ is not:

- language training
- cultural etiquette training
- soft-skills coaching
- personality-based communication theory

Why Executives and Professionals Should Care

**When communication breaks down,
the costs are rarely labelled as “communication problems”.**

They show up as:

- missed deadlines
- duplicated work
- confused stakeholders
- damaged trust with clients
- internal friction and disengagement
- escalation that could have been avoided

MC³ Awareness gives you a lens to spot these issues earlier, name them accurately, and prevent unnecessary escalation — even before tools or interventions are applied.

What You Will Get From the Awareness Phase

By the end of the MC³ Awareness Programme, participants will be able to:

- recognise early warning signals of communication breakdown
- distinguish between language issues, cultural logic clashes, power dynamics, and process failures
- stop defaulting to personal blame (“they’re difficult”, “they don’t communicate well”)
- understand why well-intended communication still fails under pressure
- decide whether deeper MC³ Practitioner training is relevant
- for their role or organisation

This awareness alone already reduces:

- unnecessary meetings
- emotional labour
- avoidable misunderstandings
- slow decision-making

What You Will Not Get at Awareness Level

**To protect value and integrity,
the Awareness Phase deliberately does not include:**

- formal diagnostic authority
- intervention tools or scripts
- implementation frameworks
- coaching or facilitation techniques
- permission to train or apply MC³ professionally (Those are reserved for Practitioner and Trainer levels. Awareness is about seeing clearly, not acting yet.)

How the Programme Is Delivered

Book-based training, using:

MC³: The Multilingual Crisis Communication Fix as the shared reference throughout the programme. ***The book is included as part of the Awareness training pack and is used alongside the sessions – not as a substitute for them.***

- Structured facilitator-led sessions
- Audience-specific examples and discussion
- No assessment, no examination

Awareness Pathways Available

The MC³ Awareness Programme is available in three pathways:

General Awareness
Technical & Specialist Professionals
Client-Facing Professionals

All pathways follow the same MC³ Awareness structure.
Only examples and discussion contexts are adapted to the audience.

Authority, Certification & Boundaries

MC³ Awareness:
is non-assessed
confers no practitioner or trainer rights
does not authorise independent application of MC³

It is intended for:
professional development
informed decision-making
progression into deeper MC³ training where appropriate

What Comes Next

Participants who complete the Awareness Phase are equipped to decide whether to progress to:

MC³ Practitioner Training

(application, diagnostics, controlled intervention)

Progression is optional, structured, and clearly bounded.

Who This Programme Is For

This programme is designed for professionals who:

- work across languages, cultures, or borders
- manage risk, delivery, or stakeholder relationships
- operate in high-pressure or high-visibility environments
- want clarity without jargon or fluff

It is not designed for:

- casual interest in communication theory
- language learners seeking fluency
- unstructured “soft skills” workshops

Summary

MC³ Awareness does not try to teach you how to fix everything. It teaches you how to see what is actually going wrong – and why. That alone saves time, money, and credibility.



MC³ Method™

Multilingual & Multicultural Communication

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