



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Effective Business Communication And Message Development Training

Communication Studies and Language / Communication Studies

Unit Standard 116619 · NQF Level 5 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the skills to develop and deliver clear, purposeful business messages across various communication channels. Participants will learn to analyse communication contexts, tailor messages for diverse audiences, and apply effective writing and speaking techniques to enhance professional impact.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	116619
Accreditation	SAQA Accredited · NQF Level 5 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the communication context and audience to determine the most appropriate message structure and delivery method.
- Apply principles of effective business writing to compose clear, concise, and professional emails, reports, and memos.
- Demonstrate active listening and questioning techniques to enhance interpersonal communication and feedback.
- Evaluate the effectiveness of different communication channels (e.g., face-to-face, digital, written) for specific business scenarios.
- Design persuasive messages using logical, emotional, and ethical appeals to influence stakeholders.
- Implement strategies to overcome common communication barriers, including cultural, linguistic, and technological challenges.

WHO SHOULD ATTEND

- This course is designed for professionals at all levels who need to improve their business communication skills, including managers, team leaders, supervisors, and individual contributors who regularly write reports, deliver presentations, or engage with clients and stakeholders.

COURSE OUTLINE

Day 1: Foundations of Business Communication

- Introduction to business communication
- The communication process: sender, message, channel, receiver, feedback
- Types of communication: verbal, non-verbal, written, visual
- Common barriers: noise, cultural differences, assumptions
- Strategies for overcoming barriers
- Principles of clarity and conciseness
- Activity: Communication self-assessment

Day 2: Understanding Your Audience and Purpose

- Audience analysis: demographics, psychographics, context
- Determining message purpose: inform, persuade, instruct, etc.
- Matching style to audience: formal vs informal, technical vs lay
- Empathy and perspective-taking in communication
- Case study: Analysing audience for a business proposal
- Exercise: Audience profile creation

Day 3: Structuring Messages for Impact

- The pyramid principle: top-down communication
- Structuring methods: chronological, problem-solution, pros-cons
- Signposting: headings, bullet points, numbering
- Transitional phrases for flow
- Practical: Structuring a memo and an email
- Feedback session on structure

Day 4: Writing Professional Business Documents

- Email etiquette: subject lines, salutations, signatures
- Memo format and purpose
- Business letter structure: block format, indented format
- Plain language principles
- Common grammar and punctuation errors
- Editing checklist and proofreading techniques
- Workshop: Write and peer-review a business letter

Day 5: Verbal Communication and Presentation Skills

- Elements of effective speaking: pace, volume, pitch
- Non-verbal communication: eye contact, gestures, posture
- Structuring a presentation: opening, body, conclusion
- Using visual aids effectively (slides, handouts)
- Techniques for managing nerves
- Handling Q&A; sessions
- Practice: 3-minute presentation with peer feedback

Day 6: Interpersonal Communication and Active Listening

- Active listening: paraphrasing, summarising, reflecting
- Open vs closed questions

- Probing and clarifying questions
- Giving and receiving feedback: SBI model (Situation-Behaviour-Impact)
- Dealing with conflict and emotional responses
- Roleplay: Handling a disagreement with a colleague

Day 7: Business Meeting Communication

- Types of meetings: status, decision-making, brainstorming
- Agenda setting: objectives, time allocation, participants
- Meeting etiquette and participation
- Minute-taking: key points, action items, decisions
- Facilitation techniques for inclusive discussion
- Simulation: Chair a team meeting and produce minutes

Day 8: Persuasive Communication and Negotiation

- Ethos, pathos, logos in business context
- Monroe's motivated sequence for persuasion
- Negotiation basics: BATNA, interests vs positions
- Persuasive language and framing
- Handling objections with empathy and logic
- Roleplay: Persuading management for a budget increase

Day 9: Cross-Cultural Communication

- High-context vs low-context cultures
- Hofstede's dimensions: power distance, individualism, etc.
- Verbal and non-verbal differences across cultures
- Inclusive language: gender-neutral, disability-aware
- Case studies: Miscommunication in multicultural teams
- Exercise: Develop a cross-cultural communication guide

Day 10: Digital and Virtual Communication

- Email best practices for remote teams
- Instant messaging etiquette (Slack, Teams)
- Video conferencing: camera presence, screen sharing
- Virtual meeting facilitation
- Collaborative tools: shared documents, project management
- Digital footprint and professionalism
- Workshop: Conduct a virtual team stand-up

Day 11: Crisis Communication and Reputation Management

- Crisis types: operational, financial, reputational
- Crisis communication principles: transparency, timeliness
- Stakeholder mapping and message prioritisation
- Drafting crisis statements and press releases
- Social media monitoring and response
- Simulation: Respond to a product recall scenario

Day 12: Integrating Skills and Final Assessment

- Review of key concepts from all days
- Case study: Develop a communication plan for a new product launch

- Group presentation of communication plans
- Peer and facilitator feedback
- Personal action plan for ongoing development
- Course evaluation and certificate preparation

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **15 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 43,000.00	R 43,000.00
1	In-House	R 56,000.00	R 56,000.00
1	On-Campus (Pretoria)	R 64,600.00	R 64,600.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	24 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	25 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	26 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	27 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	27 Aug 2026	On-Campus	Mauritius
13 Aug 2026	28 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	31 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	01 Sep 2026	On-Campus	Abu Dhabi, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 116619) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza, 1122 Burnett St, Hatfield 0028, Pretoria, Gauteng, South Africa
Tel: +27 12 004 8389 · WhatsApp: +27 65 077 6310 · apply@aaticd.co.za · www.aaticd.co.za