Accredited Africa Training Institute for Capacity Development
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COURSE BROCHURE

Effective Business Communication And Message Delivery Training

Communication Studies and Language / Communication Studies

Unit Standard 116620 · NQF Level 5 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the skills to communicate effectively in a business environment, focusing on message delivery, audience analysis, and appropriate communication channels. Participants will learn to craft clear, concise messages and deliver them with confidence, enhancing professional relationships and organizational productivity.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	116620
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

- Apply principles of effective business communication to tailor messages for different audiences and contexts.
- Analyze communication barriers and implement strategies to overcome them in a workplace setting.
- Evaluate the effectiveness of various communication channels and select the most appropriate for a given message.
- Demonstrate active listening and feedback techniques to enhance interpersonal communication.
- Design clear and persuasive written and verbal business messages that achieve intended outcomes.
- Implement a personal communication improvement plan based on self-assessment and feedback.

WHO SHOULD ATTEND

- This course is designed for professionals at all levels who need to improve their business communication skills, including managers, team leaders, sales staff, and customer service representatives.

COURSE OUTLINE

Day 1: Introduction to Business Communication

- What is business communication?
- The communication process: sender, message, channel, receiver, feedback.
- Principles of effective communication: clarity, conciseness, consideration.
- Common barriers: noise, assumptions, cultural differences.
- Overcoming barriers: active listening, feedback loops.

Day 2: Understanding Your Audience and Purpose

- Audience analysis: demographics, psychographics, context.
- Determining purpose: inform, persuade, instruct, request.
- The 7 Cs: Clear, Concise, Concrete, Correct, Coherent, Complete, Courteous.
- Adapting tone and language for internal vs external audiences.
- Case studies: matching message to audience.

Day 3: Verbal Communication Skills

- Elements of verbal communication: words, tone, pace.
- Using plain language in business.
- Active listening: techniques and benefits.
- Effective questioning: open, closed, probing.
- Role-play: delivering a verbal update.

Day 4: Non-Verbal Communication

- Types of non-verbal communication: facial expressions, gestures, posture, eye contact.
- Cultural variations in non-verbal cues.
- Congruence between verbal and non-verbal messages.
- Impact of non-verbal communication on credibility.
- Practical exercises: reading and using body language.

Day 5: Written Communication Essentials

- Planning written communication: purpose, audience, key points.
- Structure: introduction, body, conclusion.
- Email etiquette: subject lines, salutations, tone.
- Memo and letter formats.
- Common writing errors and how to avoid them.

Day 6: Reports and Proposals

- Types of reports: informational, analytical, progress.
- Report structure: executive summary, introduction, findings, conclusions, recommendations.
- Proposal writing: problem statement, solution, benefits, budget.
- Incorporating charts, tables, and graphs.
- Formatting and referencing guidelines.

Day 7: Presentation Skills

- Presentation structure: opening, body, closing.
- Designing slides: less text, more visuals.
- Delivery techniques: eye contact, voice modulation, gestures.
- Managing nervousness.

- Q&A; sessions: listening, clarifying, responding.

Day 8: Interpersonal Communication and Teamwork

- Building rapport: empathy, respect, authenticity.
- Conflict resolution: active listening, 'I' statements, compromise.
- Assertiveness vs aggressiveness vs passiveness.
- Team communication: roles, norms, feedback.
- Role-play: resolving a workplace conflict.

Day 9: Cross-Cultural Communication

- Cultural dimensions: individualism vs collectivism, high vs low context.
- South African cultural diversity and communication.
- Stereotypes and biases: recognising and overcoming.
- Inclusive language and practices.
- Case studies: cross-cultural business scenarios.

Day 10: Digital Communication and Etiquette

- Digital communication channels: email, instant messaging, video conferencing.
- Netiquette: tone, response times, privacy.
- Virtual meeting best practices: agenda, participation, follow-up.
- Social media in business: dos and don'ts.
- Managing digital reputation.

Day 11: Persuasive Communication and Negotiation

- Persuasion principles: reciprocity, scarcity, authority, consistency, liking, social proof.
- Structuring persuasive messages: AIDA (Attention, Interest, Desire, Action).
- Negotiation communication: positions vs interests.
- Techniques: BATNA, active listening, framing.
- Role-play: negotiating a contract term.

Day 12: Integrating Skills and Action Planning

- Review of key concepts from all days.
- Personal communication audit: strengths and areas for growth.
- Creating an action plan: goals, resources, timeline.
- Final assessment: deliver a presentation or write a report.
- Peer and trainer feedback.
- Resources for ongoing development.

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 31,600.00	**R 31,600.00**
1	In-House	R 42,600.00	**R 42,600.00**
1	On-Campus (Pretoria)	R 47,500.00	**R 47,500.00**

UPCOMING SESSIONS

Start	End	Method	Venue
02 Dec 2026	17 Dec 2026	On-Campus	Mauritius
03 Dec 2026	18 Dec 2026	On-Campus	Victoria Falls, Zimbabwe
03 Dec 2026	18 Dec 2026	On-Campus	Kinshasa, DRC
04 Dec 2026	21 Dec 2026	On-Campus	Pretoria, South Africa
07 Dec 2026	22 Dec 2026	On-Campus	Johannesburg, South Africa
08 Dec 2026	23 Dec 2026	On-Campus	Blantyre, Malawi
08 Dec 2026	23 Dec 2026	On-Campus	Victoria Falls, Zimbabwe
09 Dec 2026	24 Dec 2026	On-Campus	Kinshasa, DRC

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

HOW TO GET A QUOTATION OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 116620) and click **Get A Quotation**. 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.

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