



Accredited Africa Training Institute for Capacity Development

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

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COURSE BROCHURE

Financial Communication for Diverse Audiences

Business, Commerce and Management Studies / Finance, Economics and Accounting

Unit Standard 242614 · NQF Level 5 · 2 Credits · 1 Day

COURSE OVERVIEW

This course equips participants with the skills to adapt and verbally communicate financial information to diverse audiences, including non-financial stakeholders. Learners will develop the ability to tailor financial messages for clarity, relevance, and impact across different contexts. The focus is on enhancing oral communication competence in financial settings.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	242614
Accreditation	SAQA Accredited · NQF Level 5 · 2 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of audience analysis to adapt financial information for different listener groups.
- Demonstrate effective verbal communication techniques when presenting financial data.
- Evaluate the clarity and appropriateness of financial messages for diverse audiences.
- Adapt financial terminology and concepts to suit the knowledge level of the audience.
- Implement strategies to handle questions and feedback on financial information confidently.
- Analyze communication barriers and apply techniques to overcome them in financial contexts.

WHO SHOULD ATTEND

- Finance professionals, accountants, auditors, and business advisors who need to present financial data to non-financial colleagues, clients, or external stakeholders.
- Also suitable for managers and team leaders who must interpret and relay financial information within their teams.

COURSE OUTLINE

Day 1: Foundations and Applications of Financial Communication

- Introduction to financial communication: purpose, principles, and key stakeholders.
- Understanding diverse audiences: internal vs external, technical vs non-technical, cultural considerations.
- Barriers to effective financial communication: jargon, data overload, and cognitive biases.
- Techniques for simplifying financial information: analogies, storytelling, and chunking.
- Visual communication of financial data: charts, graphs, infographics, and dashboards.
- Verbal and written communication: reports, presentations, and one-on-one discussions.
- Ethical considerations in financial communication: transparency, accuracy, and confidentiality.
- Case studies: successful and unsuccessful financial communication examples.

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 **2 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 13,400.00	R 13,400.00
1	In-House	R 17,400.00	R 17,400.00
1	On-Campus (Pretoria)	R 20,200.00	R 20,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	10 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	11 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	17 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	18 Aug 2026	On-Campus	Shenzhen, China

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 242614) 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.

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