



## 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

# Lead HR to Address Skills Shortages in Motor Retail

Business, Commerce and Management Studies / Generic Management

Unit Standard 243472 · NQF Level 6 · 12 Credits · 9 Days

## COURSE OVERVIEW

This course equips HR professionals and line managers in the motor retail industry with the strategic skills to identify, plan for, and address critical skills shortages. Participants will learn to lead human resource development initiatives that cater to the diverse workforce needs of the sector, ensuring business sustainability and growth.

|                 |                                            |
|-----------------|--------------------------------------------|
| Category        | Business, Commerce and Management Studies  |
| Subfield        | Generic Management                         |
| Unit Standard   | 243472                                     |
| Accreditation   | SAQA Accredited · NQF Level 6 · 12 Credits |
| Duration        | 9 days                                     |
| Training Method | Online, On-Campus, In-House                |
| Certificate     | Issued via AATICD LMS – verifiable online  |

## LEARNING OUTCOMES

- Analyze the current and future skills shortages within the motor retail business context.
- Develop a strategic human resource plan to address identified skills gaps and diversity needs.
- Implement targeted recruitment, training, and retention strategies to mitigate skills shortages.
- Evaluate the effectiveness of HR interventions in meeting business objectives and workforce diversity goals.
- Demonstrate leadership in fostering a culture of continuous learning and development.
- Apply relevant legislation and industry standards to HR practices in motor retail.

## WHO SHOULD ATTEND

- HR managers, HR practitioners, and senior line managers within the motor retail industry who are responsible for workforce planning, talent management, and skills development.

## COURSE OUTLINE

### Day 1: Understanding Skills Shortages in Motor Retail

- Overview of the South African motor retail industry
- Definition and types of skills shortages
- Economic and demographic factors influencing skills gaps
- Case studies of skills shortages in motor retail
- Introduction to HR's strategic role in workforce planning

### Day 2: Strategic Workforce Planning

- Workforce planning models and frameworks
- Steps in conducting a skills audit
- Forecasting techniques for labour demand
- Gap analysis: identifying surplus and deficit areas
- Aligning workforce plans with business strategy

### Day 3: Recruitment and Talent Acquisition Strategies

- Employer branding in motor retail
- Sourcing strategies for hard-to-fill positions
- Leveraging partnerships with TVET colleges and SETAs
- Competency-based interviewing techniques
- Metrics for measuring recruitment success

### Day 4: Training and Development Interventions

- Training needs analysis methods
- Learnership frameworks and funding (e.g., MerSETA)
- On-the-job training and mentorship models
- Upskilling and reskilling strategies
- Measuring training effectiveness (Kirkpatrick model)

### Day 5: Retention and Employee Engagement

- Root causes of turnover in technical roles
- Compensation and benefits benchmarking
- Recognition and reward programmes
- Work-life balance and flexible work arrangements
- Building a positive organisational culture

### Day 6: Legislative and Regulatory Compliance

- Skills Development Act and Levies Act
- B-BBEE codes of good practice
- Employment Equity Act and affirmative action
- Occupational Health and Safety Act in motor retail
- Record-keeping and reporting obligations

### Day 7: Data Analytics and HR Metrics

- Key HR metrics for skills management
- Data collection methods (HRIS, surveys)
- Visualising data with charts and dashboards
- Predictive analytics for workforce planning

- Communicating insights to stakeholders

#### Day 8: Stakeholder Engagement and Partnerships

- Role of MerSETA and other SETAs
- Partnering with TVET colleges and universities
- Industry associations (e.g., RMI, NAAMSA)
- Union engagement and collective bargaining
- Forming sector skills committees

#### Day 9: Implementing and Sustaining a Skills Strategy

- Creating a skills shortage action plan
- Change management for new initiatives
- Continuous improvement and feedback loops
- Case study: successful skills interventions
- Final assessment and course wrap-up

## 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 **12 NQF credits** at **NQF Level 6**.

## PRICING (PER DELEGATE, EX-VAT)

| Delegates | Training Method      | Price per Delegate | Total       |
|-----------|----------------------|--------------------|-------------|
| 1         | Online               | R 36,600.00        | R 36,600.00 |
| 1         | In-House             | R 47,600.00        | R 47,600.00 |
| 1         | On-Campus (Pretoria) | R 55,000.00        | R 55,000.00 |

## UPCOMING SESSIONS

| Start       | End         | Method    | Venue                   |
|-------------|-------------|-----------|-------------------------|
| 10 Aug 2026 | 20 Aug 2026 | On-Campus | Pretoria, South Africa  |
| 11 Aug 2026 | 21 Aug 2026 | On-Campus | Abu Dhabi, UAE          |
| 12 Aug 2026 | 24 Aug 2026 | On-Campus | Durban, South Africa    |
| 12 Aug 2026 | 24 Aug 2026 | On-Campus | Mauritius               |
| 13 Aug 2026 | 25 Aug 2026 | On-Campus | Cape Town, South Africa |
| 14 Aug 2026 | 26 Aug 2026 | On-Campus | Dubai, UAE              |
| 17 Aug 2026 | 27 Aug 2026 | On-Campus | Abu Dhabi, UAE          |
| 18 Aug 2026 | 28 Aug 2026 | On-Campus | Durban, South Africa    |

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](http://www.aaticd.co.za), open the page for this course (Unit Standard 243472) 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](mailto: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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