



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

Cultural Awareness for Customer and Colleague Relations

Services / Hospitality, Tourism, Travel, Gaming and Leisure

Unit Standard 243954 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with the knowledge and skills to recognise and respect cultural diversity in the workplace, enhancing interactions with both customers and colleagues. Participants will develop the ability to adapt communication and behaviour to different cultural contexts, leading to improved service delivery and teamwork.

Category	Services
Subfield	Hospitality, Tourism, Travel, Gaming and Leisure
Unit Standard	243954
Accreditation	SAQA Accredited · NQF Level 4 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Demonstrate an understanding of the concept of culture and its impact on workplace relationships.
- Apply appropriate communication strategies when interacting with customers and colleagues from different cultural backgrounds.
- Analyse personal cultural biases and their potential effects on customer service and team dynamics.
- Evaluate the need for cultural awareness in resolving misunderstandings and conflicts.
- Implement techniques to promote inclusivity and respect for cultural diversity in daily interactions.

WHO SHOULD ATTEND

- All employees who interact with diverse customers or colleagues, including frontline staff, team leaders, and managers seeking to foster an inclusive work environment.

COURSE OUTLINE

Day 1: Foundations of Cultural Awareness for Professional Relations

- Understanding culture: values, beliefs, customs, and norms
- South Africa's cultural diversity and its influence on business
- Stereotypes, prejudice, and discrimination in the workplace
- Cross-cultural communication: verbal and non-verbal cues
- Building trust and rapport across cultures
- Practical strategies for inclusive customer service
- Managing cultural misunderstandings and conflict
- Legal and ethical frameworks: Employment Equity Act, Promotion of Equality and Prevention of Unfair Discrimination Act

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 **4 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 12,800.00	R 12,800.00
1	In-House	R 16,600.00	R 16,600.00
1	On-Campus (Pretoria)	R 19,200.00	R 19,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	10 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	10 Aug 2026	On-Campus	Mauritius
11 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	17 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	18 Aug 2026	On-Campus	Dubai, 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 243954) 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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