



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@aatikd.co.za · Website: www.aatikd.co.za

COURSE BROCHURE

Cultural Awareness for Client and Extensionist Relations

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 252471 · NQF Level 5 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips participants with the knowledge and skills to interact effectively with clients and extensionists from diverse cultural backgrounds. It fosters an understanding of cultural norms, values, and communication styles to build trust and enhance professional relationships. By applying cultural awareness, learners can avoid misunderstandings and improve service delivery in a multicultural South African context.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	252471
Accreditation	SAQA Accredited · NQF Level 5 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply cultural awareness principles to adapt communication and behaviour when interacting with clients and extensionists.
- Analyze the impact of cultural diversity on client and extensionist relationships in a South African context.
- Demonstrate respect for cultural differences by adapting interpersonal skills to diverse situations.
- Evaluate potential cultural barriers and implement strategies to overcome them in professional interactions.
- Design a personal action plan to continuously develop cultural competence in the workplace.
- Implement culturally sensitive approaches to build trust and rapport with clients and extensionists.

WHO SHOULD ATTEND

- This course is designed for client-facing professionals, extension officers, and anyone who engages with diverse communities in their work.
- It is ideal for staff in corporate, government, or non-profit sectors seeking to improve cross-cultural communication and client relations.

COURSE OUTLINE

Day 1: Foundations of Cultural Awareness in Client and Extensionist Relations

- Defining culture, diversity, and cultural awareness
- The South African cultural landscape and its relevance to extension work
- Cultural dimensions: individualism vs collectivism, power distance, communication styles
- Barriers to cross-cultural communication: stereotypes, prejudice, and ethnocentrism
- Building cultural competence: self-awareness, empathy, and respect
- Practical strategies for adapting communication and behaviour
- Case studies: cultural misunderstandings in extension settings
- The role of Ubuntu in fostering positive relationships

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 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
31 Jul 2026	31 Jul 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	03 Aug 2026	On-Campus	Cape Town, South Africa
04 Aug 2026	04 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	05 Aug 2026	On-Campus	Pretoria, South Africa
05 Aug 2026	05 Aug 2026	On-Campus	Lagos, Nigeria
06 Aug 2026	06 Aug 2026	On-Campus	Johannesburg, South Africa
07 Aug 2026	07 Aug 2026	On-Campus	Mauritius
10 Aug 2026	10 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 252471) 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