



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

Behaviour Change & Innovation Implementation Strategies

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 252474 · NQF Level 5 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the knowledge and practical skills to implement strategies for behaviour change and innovation within their organisations. Participants will learn to diagnose the need for change, design interventions, and foster a culture of innovation that aligns with strategic objectives.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	252474
Accreditation	SAQA Accredited · NQF Level 5 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the need for behaviour change and innovation within a specific organisational context.
- Design a strategy for behaviour change that addresses identified barriers and leverages enablers.
- Implement an innovation strategy that aligns with organisational goals and resources.
- Evaluate the effectiveness of behaviour change and innovation strategies using appropriate metrics.
- Apply communication and stakeholder engagement techniques to support change and innovation.
- Demonstrate the ability to adapt strategies based on feedback and changing circumstances.

WHO SHOULD ATTEND

- This course is designed for managers, team leaders, project managers, and change agents who are responsible for driving behaviour change and innovation initiatives in their organisations.

COURSE OUTLINE

Day 1: Foundations of Behaviour Change and Innovation

- Introduction to behaviour change theories (e.g., COM-B, Transtheoretical Model).
- The psychology of resistance and motivation.
- Innovation diffusion and adoption curves.
- Stakeholder mapping and engagement strategies.
- Identifying barriers and enablers in the workplace.
- Frameworks for behaviour change interventions.
- Case studies of successful and failed implementations.
- Group discussion: Applying theory to real-world scenarios.

Day 2: Strategies for Implementation and Sustained Change

- Designing intervention strategies: education, incentives, environmental restructuring.
- Communication plans for building buy-in.
- Training and capacity building for new behaviours.
- Monitoring and evaluation: metrics and feedback loops.
- Addressing relapse and embedding new norms.
- Leadership's role in championing change.
- Integrating behaviour change with project management.
- Final action plan development and peer review.

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

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,200.00	R 16,200.00
1	In-House	R 21,000.00	R 21,000.00
1	On-Campus (Pretoria)	R 24,300.00	R 24,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
11 Aug 2026	12 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	12 Aug 2026	On-Campus	Mauritius
13 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	18 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	18 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, open the page for this course (Unit Standard 252474) 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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