



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

Non-Verbal Communication for Extension and Development

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 252894 · NQF Level 6 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the ability to interpret and apply non-verbal communication effectively in extension and development contexts. Participants will understand how body language, gestures, and other non-verbal cues influence communication and learn to adapt their own non-verbal behaviour to enhance engagement and trust with diverse audiences. The course is aligned with SAQA Unit Standard 252894.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	252894
Accreditation	SAQA Accredited · NQF Level 6 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply non-verbal communication techniques to support verbal messages in extension and development settings.
- Analyze non-verbal cues from clients and communities to interpret underlying messages and adjust communication strategies.
- Evaluate the impact of cultural differences on non-verbal communication and adapt behaviour accordingly.
- Demonstrate active listening and appropriate eye contact, posture, and gestures during interactions.
- Design communication approaches that integrate non-verbal elements for improved stakeholder engagement.

WHO SHOULD ATTEND

- Extension officers, development practitioners, community facilitators, and anyone working in agricultural or community development who needs to communicate effectively across cultural and linguistic barriers.

COURSE OUTLINE

Day 1: Foundations of Non-Verbal Communication

- Overview of non-verbal communication: definitions and significance in development work.
- Categories of non-verbal cues: kinesics (body movement), proxemics (space), haptics (touch), oculusics (eye contact), and chronemics (time).
- Cultural dimensions of non-verbal communication: high-context vs low-context cultures.
- Paralanguage: vocal qualities and their effects on perceived credibility and empathy.
- Active listening and non-verbal feedback: mirroring, nodding, and posture.
- Common non-verbal misinterpretations and how to avoid them.

Day 2: Applying Non-Verbal Communication in Extension Practice

- Building trust through congruent verbal and non-verbal messages.
- Non-verbal communication in field demonstrations and practical training.
- Managing conflict and resistance: de-escalation through body language.
- Using space and positioning to encourage participation.
- Self-assessment of non-verbal strengths and weaknesses.
- Developing a personal action plan for enhancing non-verbal effectiveness.

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 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,900.00	R 16,900.00
1	In-House	R 22,000.00	R 22,000.00
1	On-Campus (Pretoria)	R 25,400.00	R 25,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	11 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	19 Aug 2026	On-Campus	Abu Dhabi, 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 252894) 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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