



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

Behaviour Change and Innovation Facilitation

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 252897 · NQF Level 6 · 20 Credits · 17 Days

COURSE OVERVIEW

This course equips extension practitioners and change agents with the competencies to facilitate behavioural change and innovation within agricultural and community contexts. Participants will learn to apply participatory methodologies, design interventions that foster innovation, and evaluate the impact of change initiatives.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	252897
Accreditation	SAQA Accredited · NQF Level 6 · 20 Credits
Duration	17 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of behaviour change to develop strategies that encourage adoption of new practices.
- Analyse the social, economic and cultural factors influencing innovation in extension contexts.
- Design participatory processes that facilitate stakeholder engagement and co-creation of solutions.
- Implement monitoring and evaluation frameworks to assess the effectiveness of change interventions.
- Demonstrate facilitation skills that promote group learning, problem-solving and innovation.
- Evaluate the impact of innovation facilitation on community development and agricultural productivity.

WHO SHOULD ATTEND

- Extension officers, agricultural advisors, community development workers, and managers responsible for driving change and innovation in rural or agricultural settings.

COURSE OUTLINE

Day 1: Introduction to Behaviour Change and Innovation Facilitation

- Course overview and learning outcomes
- What is behaviour change?
- What is innovation facilitation?
- Overview of behaviour change theories (e.g., Transtheoretical Model, Social Cognitive Theory)
- The facilitator's role and competencies
- Ethics and professional practice

Day 2: Understanding Human Behaviour

- Psychological principles of behaviour
- Motivation: intrinsic vs extrinsic
- Habit formation and change
- Cognitive biases and heuristics
- Emotional influences on behaviour
- Case study: workplace behaviour patterns

Day 3: Behaviour Change Models and Frameworks

- Transtheoretical Model (Stages of Change)
- COM-B model (Capability, Opportunity, Motivation)
- Behaviour Change Wheel
- Fogg Behaviour Model
- Selecting appropriate models for different contexts
- Group activity: mapping a behaviour change scenario

Day 4: Facilitation Skills for Behaviour Change

- Core facilitation skills
- Active listening and paraphrasing
- Motivational interviewing basics
- Handling resistance and ambivalence
- Questioning techniques (open, probing, reflective)
- Role-play: facilitating a behaviour change conversation

Day 5: Innovation and Creativity Fundamentals

- What is innovation? Types and levels
- Creativity vs innovation
- Innovation processes and stages
- Barriers to innovation (individual, cultural, structural)
- Cultivating creativity: techniques and environment
- Case study: successful innovations in SA

Day 6: Design Thinking for Behaviour Change

- Introduction to design thinking
- Empathy mapping and user journey mapping
- Problem definition and reframing
- Ideation techniques (brainstorming, SCAMPER)
- Prototyping and testing

- Group exercise: design thinking sprint

Day 7: Stakeholder Analysis and Engagement

- Stakeholder identification and mapping
- Power-interest grid
- Communication strategies for different stakeholders
- Building buy-in and managing resistance
- Collaborative partnerships
- Workshop: stakeholder engagement plan

Day 8: Data Collection and Needs Assessment

- Purpose of needs assessment
- Data collection methods: surveys, interviews, focus groups, observation
- Sampling techniques
- Data analysis basics (thematic analysis, descriptive statistics)
- Ethical considerations in data collection
- Practical: designing a needs assessment tool

Day 9: Intervention Design and Planning

- Linking theory to intervention design
- Setting SMART goals and objectives
- Logic models and theory of change
- Activity planning and resource allocation
- Risk assessment and mitigation
- Group work: designing an intervention plan

Day 10: Communication and Social Marketing

- Social marketing framework
- Audience segmentation and targeting
- Message development and framing
- Channel selection (mass media, digital, interpersonal)
- Pre-testing and evaluation
- Case study: social marketing campaigns

Day 11: Facilitating Innovation in Teams

- Building innovative teams
- Creative problem-solving methods (e.g., Six Thinking Hats, World Café)
- Group dynamics and facilitation
- Innovation workshop design
- Overcoming groupthink
- Simulation: facilitating an innovation session

Day 12: Monitoring and Evaluation

- M&E; fundamentals
- Process vs outcome indicators
- Data collection for M&E;
- Data analysis and interpretation
- Reporting and feedback loops
- Using M&E; for adaptive management

Day 13: Sustainability and Scaling Up

- Sustainability planning
- Scaling up strategies: replication, adaptation, mainstreaming
- Resource mobilisation
- Partnership development
- Case studies of scaled interventions
- Group activity: sustainability plan

Day 14: Ethics, Culture, and Context

- Ethical dilemmas in behaviour change
- Cultural competence and sensitivity
- Inclusivity and accessibility
- Power, privilege, and equity
- Contextual adaptation of interventions
- Discussion: ethical scenarios

Day 15: Advanced Facilitation Techniques

- Advanced facilitation skills (e.g., conflict resolution, consensus building)
- Virtual facilitation best practices
- Dealing with challenging participants
- Facilitating for diversity and inclusion
- Co-facilitation strategies
- Role-play: advanced facilitation scenarios

Day 16: Integration and Capstone Project Preparation

- Recap of key concepts and models
- Capstone project guidelines
- Developing a comprehensive intervention plan
- Presentation skills for stakeholder pitches
- Peer feedback sessions
- Work on capstone project

Day 17: Capstone Presentations and Course Wrap-Up

- Capstone project presentations
- Q&A; and feedback
- Peer evaluation
- Course evaluation and reflection
- Certification and next steps
- Networking and closing

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 **20 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 59,200.00	R 59,200.00
1	In-House	R 76,900.00	R 76,900.00
1	On-Campus (Pretoria)	R 88,800.00	R 88,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	01 Sep 2026	On-Campus	Dubai, UAE
11 Aug 2026	02 Sep 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	03 Sep 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	04 Sep 2026	On-Campus	Durban, South Africa
13 Aug 2026	04 Sep 2026	On-Campus	Mauritius
14 Aug 2026	07 Sep 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	08 Sep 2026	On-Campus	Pretoria, South Africa
18 Aug 2026	09 Sep 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 252897) 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