



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

Group Dynamics for Extension Practice

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 252914 · NQF Level 6 · 20 Credits · 17 Days

COURSE OVERVIEW

This course equips extension practitioners with the theoretical knowledge and practical skills to understand and manage group dynamics in simple group settings. Participants will learn to apply theories, principles, techniques, and tools of group dynamics to enhance the effectiveness of extension practice, fostering collaboration and achieving group objectives.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	252914
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 theories of group dynamics to analyze group behavior in extension settings.
- Demonstrate the use of techniques and tools to facilitate group interaction and participation.
- Implement principles of group dynamics to manage conflict and enhance group cohesion.
- Evaluate the effectiveness of group processes in achieving extension objectives.
- Design intervention strategies to address common group challenges in extension practice.
- Analyze the impact of group dynamics on individual and group learning outcomes.

WHO SHOULD ATTEND

- Extension practitioners, agricultural advisors, community development workers, and any professionals involved in facilitating group learning or decision-making processes in extension contexts.

COURSE OUTLINE

Day 1: Introduction to Group Dynamics in Extension

- Definition and scope of group dynamics
- Historical context of group work in extension
- Overview of major theories: Tuckman, Lewin, and Social Identity
- The extension practitioner as a group facilitator
- Course overview and expectations

Day 2: Types and Characteristics of Groups

- Formal vs informal groups in extension
- Group cohesion and norms
- Roles within groups: task, maintenance, individual
- Group size and its impact on dynamics
- Case studies of extension groups

Day 3: Group Formation and Development

- Tuckman's stages: Forming, Storming, Norming, Performing, Adjourning
- Factors affecting group formation: purpose, resources, context
- Facilitator strategies at each stage
- Practical examples from farmer groups

Day 4: Communication in Groups

- Verbal and non-verbal communication
- Communication networks: wheel, chain, all-channel
- Barriers: cultural, language, status
- Active listening and constructive feedback
- Communication tools: flip charts, visual aids

Day 5: Leadership and Power in Groups

- Leadership styles: autocratic, democratic, laissez-faire
- Power bases: legitimate, expert, referent, reward, coercive
- The extension officer as facilitative leader
- Situational leadership model
- Empowering group members

Day 6: Decision-Making in Groups

- Advantages and disadvantages of group decisions
- Techniques: brainstorming, nominal group technique, Delphi
- Groupthink: causes and prevention
- Consensus-building strategies
- Decision-making in farmer cooperatives

Day 7: Conflict Resolution in Groups

- Types of conflict: task, relationship, process
- Conflict resolution styles: competing, collaborating, compromising, avoiding, accommodating
- Mediation steps and skills
- Transforming conflict into learning
- Case studies from extension practice

Day 8: Group Cohesion and Trust

- Dimensions of group cohesion
- Building trust: reliability, openness, competence
- Team-building exercises
- Measuring cohesion: sociometry
- Challenges to cohesion in diverse groups

Day 9: Diversity and Inclusion in Groups

- Diversity: gender, age, ethnicity, socioeconomic status
- Cultural dimensions: individualism vs collectivism, power distance
- Inclusive facilitation techniques
- Addressing marginalisation in groups
- South African context: Ubuntu and group work

Day 10: Group Motivation and Participation

- Motivation theories: Maslow, Herzberg, expectancy
- Factors affecting participation: interest, confidence, time
- Techniques to increase engagement: icebreakers, rotating roles
- Dealing with free-riders and dominant members
- Incentives and recognition

Day 11: Facilitation Skills for Extension

- Facilitator vs trainer vs leader
- Core skills: questioning, paraphrasing, summarising, managing time
- Meeting design: agenda, ground rules, parking lot
- Handling difficult situations
- Self-assessment of facilitation style

Day 12: Participatory Methods for Group Work

- Principles of participation: empowerment, ownership
- Participatory Rural Appraisal (PRA) tools: mapping, ranking, timelines
- Focus group discussions
- Farmer field schools as group learning
- Adapting methods to context

Day 13: Monitoring and Evaluation of Group Processes

- Purpose of M&E; in extension groups
- Process vs outcome indicators
- Tools: observation, diaries, feedback forms
- Participatory M&E;: group self-assessment
- Using M&E; to improve facilitation

Day 14: Group Dynamics in Farmer Organisations

- Types of farmer organisations: cooperatives, associations, committees
- Governance structures and by-laws
- Common challenges: free-riding, elite capture
- Building resilience and sustainability
- Case studies of successful farmer groups

Day 15: Ethics and Professionalism in Group Facilitation

- Ethical principles: respect, beneficence, justice
- Confidentiality and informed consent
- Dual relationships and boundaries
- Ethical dilemmas in extension
- Codes of conduct for practitioners

Day 16: Integrating Group Dynamics into Extension Programmes

- Steps for integrating group work into extension
- Linking group dynamics to behaviour change
- Developing a facilitation plan: objectives, activities, resources
- Scaling up group approaches
- Case study: designing a farmer field school programme

Day 17: Course Review and Action Planning

- Summary of key theories and skills
- Personal reflection and peer feedback
- Action planning: setting goals, identifying resources
- Group project presentations
- Course evaluation and certification

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
07 Aug 2026	31 Aug 2026	On-Campus	Johannesburg, South Africa
10 Aug 2026	01 Sep 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	02 Sep 2026	On-Campus	Dubai, UAE
12 Aug 2026	03 Sep 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	04 Sep 2026	On-Campus	Abu Dhabi, UAE
14 Aug 2026	07 Sep 2026	On-Campus	Durban, South Africa
14 Aug 2026	07 Sep 2026	On-Campus	Mauritius
17 Aug 2026	08 Sep 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 252914) 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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