



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

Verbal Communication for Extension and Development

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 252994 · NQF Level 6 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips extension and development practitioners with the verbal communication skills necessary to effectively engage with diverse stakeholders, including communities, farmers, and colleagues. Participants will learn to adapt their communication style to different contexts, convey technical information clearly, and facilitate participatory discussions that support development goals.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	252994
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 appropriate verbal communication techniques in extension and development contexts.
- Adapt communication style to suit different audiences and situations.
- Demonstrate active listening and questioning skills to facilitate understanding.
- Explain technical information clearly using verbal communication.
- Evaluate the effectiveness of own verbal communication and adjust accordingly.
- Facilitate group discussions and participatory processes using verbal communication.

WHO SHOULD ATTEND

- Extension officers, development practitioners, agricultural advisors, community facilitators, and anyone involved in extension and development work who needs to enhance their verbal communication skills.

COURSE OUTLINE

Day 1: Foundations of Verbal Communication in Extension

- Introduction to verbal communication in extension
- Elements of the communication process
- Barriers to effective communication (cultural, language, environmental)
- Active listening and feedback
- Verbal vs non-verbal communication
- Adapting communication style to audience
- Structuring messages for clarity
- Practical exercises in pairs

Day 2: Advanced Verbal Communication Skills and Application

- Questioning techniques (open, closed, probing)
- Persuasive communication and negotiation
- Managing difficult conversations
- Presentation skills for extension
- Giving and receiving constructive feedback
- Role-play scenarios (field visits, stakeholder meetings)
- Self-assessment and improvement planning
- Course wrap-up and evaluation

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
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 252994) 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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