



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 Theories for Extension Practice

Agriculture and Nature Conservation / Primary Agriculture

Unit Standard 253018 · NQF Level 7 · 20 Credits · 17 Days

COURSE OVERVIEW

This course equips extension practitioners with the ability to apply and evaluate group dynamics theories, principles, techniques, and tools in complex group settings. Participants will learn to facilitate effective group processes, manage conflict, and enhance group cohesion to achieve extension objectives. The focus is on practical application within South African extension contexts, including agricultural and community development.

Category	Agriculture and Nature Conservation
Subfield	Primary Agriculture
Unit Standard	253018
Accreditation	SAQA Accredited · NQF Level 7 · 20 Credits
Duration	17 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply foundational group dynamics theories to analyse group formation, structure, and processes in extension settings.
- Evaluate the effectiveness of group techniques and tools in achieving desired extension outcomes.
- Design interventions to address group challenges such as conflict, power imbalances, and communication breakdowns.
- Demonstrate facilitation skills that promote inclusive participation and collaborative decision-making.
- Implement strategies to enhance group cohesion, trust, and collective action among diverse stakeholders.
- Critically assess the impact of cultural, social, and contextual factors on group dynamics in extension practice.

WHO SHOULD ATTEND

- Extension officers, community development workers, agricultural advisors, and other professionals who work with groups in complex, multi-stakeholder environments.
- The course is ideal for those seeking to deepen their understanding of group behaviour and improve facilitation skills.

COURSE OUTLINE

Day 1: Introduction to Group Dynamics and Extension Practice

- Overview of group dynamics theory
- Importance of groups in agricultural and community extension
- Key elements: roles, norms, status, cohesion
- Introduction to extension practice and group facilitation

Day 2: Theoretical Foundations of Group Dynamics

- Tuckman's stages: forming, storming, norming, performing, adjourning
- Lewin's field theory and group decision-making
- Social identity theory
- Systems theory and group dynamics

Day 3: Group Formation and Development

- Reasons for group formation in communities
- Stage-specific dynamics and leadership needs
- Trust building and communication
- Common pitfalls and how to address them

Day 4: Group Structure and Roles

- Role differentiation: task, maintenance, individual roles
- Status and power dynamics
- Communication networks
- Impact of group size on structure

Day 5: Group Norms and Cohesion

- Formation and enforcement of norms
- Positive vs. negative norms
- Cohesion: antecedents and consequences
- Balancing cohesion with diversity

Day 6: Group Decision-Making and Participation

- Decision-making models: consensus, majority, authority
- Groupthink and its prevention
- Encouraging participation in extension groups
- Tools: nominal group technique, Delphi method

Day 7: Communication and Conflict in Groups

- Communication styles and barriers
- Conflict types: task, relationship, process
- Conflict resolution: negotiation, mediation
- Role of extension worker in managing conflict

Day 8: Leadership in Groups

- Trait, behavioral, and contingency theories
- Transformational and servant leadership
- Distributed leadership in community groups
- Facilitating without dominating

Day 9: Group Motivation and Productivity

- Maslow, Herzberg, and expectancy theory
- Goal setting and group performance
- Social loafing and free riding
- Incentives and recognition in extension

Day 10: Power and Influence in Groups

- French and Raven's power bases
- Empowerment and participation
- Coalitions and alliances
- Ethical use of influence

Day 11: Diversity and Inclusion in Groups

- Cultural, gender, and generational diversity
- Stereotypes and biases
- Inclusive facilitation techniques
- Leveraging diversity for innovation

Day 12: Virtual and Remote Groups

- Virtual communication and collaboration tools
- Building trust online
- Managing virtual meetings
- Hybrid group dynamics

Day 13: Group Dynamics Assessment and Evaluation

- Observation and feedback tools
- Surveys and sociograms
- Measuring group cohesion and effectiveness
- Continuous improvement cycles

Day 14: Group Facilitation Skills for Extension

- Facilitation roles and responsibilities
- Questioning and listening skills
- Managing disruptive behaviors
- Designing participatory workshops

Day 15: Case Studies in Extension Group Dynamics

- Case study: farmer cooperatives
- Case study: community health groups
- Case study: water user associations
- Lessons learned and best practices

Day 16: Planning Group-Based Extension Interventions

- Needs assessment for group interventions
- Program design: objectives, activities, resources
- Stakeholder engagement
- M&E; framework for group outcomes

Day 17: Integration and Action Planning

- Review of key concepts
- Action plan template and development
- Peer feedback on proposals

- Closing 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 7**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 61,900.00	R 61,900.00
1	In-House	R 80,400.00	R 80,400.00
1	On-Campus (Pretoria)	R 92,800.00	R 92,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	01 Sep 2026	On-Campus	Durban, South Africa
10 Aug 2026	01 Sep 2026	On-Campus	Mauritius
11 Aug 2026	02 Sep 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	03 Sep 2026	On-Campus	Dubai, UAE
13 Aug 2026	04 Sep 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	07 Sep 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	08 Sep 2026	On-Campus	Shenzhen, China
18 Aug 2026	09 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 253018) 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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