

Public Sector Communication & Professional Writing

1. Overview

The purpose of this programme is to equip participants with the knowledge and practical skills required to communicate effectively in a variety of business and professional contexts. Participants will develop advanced oral communication, active listening, business writing, presentation, and document preparation skills while learning to adapt communication to different audiences and workplace situations. The programme also strengthens learners' ability to produce clear, professional, and persuasive business documents.

2. Programme Outcome:

- Adapt communication styles to suit different audiences and workplace contexts
- Communicate confidently and professionally in formal and informal situations
- Apply active listening and critical evaluation skills during discussions and presentations
- Deliver effective oral presentations and participate confidently in meetings
- Plan, draft, edit, and present professional business documents
- Select appropriate writing styles, formats, and layouts for different business purposes
- Produce clear, concise, and accurate reports using plain language principles
- Write creatively and professionally for a variety of audiences and communication contexts
- Evaluate and improve the quality and effectiveness of written and oral communication

Qualification:	Certificate of Completion
Duration:	4-Months
Programme Type:	Category B – Workplace-Based Learning Programme
Programme ID:	PA0288
SAQA US:	119472, 119462, 12153, 119459
NQF Level:	4
Credits:	20
Entry Requirements:	NQF Level 3 qualification
Training Options:	Online - Each participant will receive access to an online portal, where all programme materials and resources are available. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location. Blended - Blended learning combines both online and face-to-face training. Participants receive access to an online portal for online content, resources, and self-paced activities. They also attend scheduled in-person contact sessions with a facilitator, either at the client's premises or providers campus. This approach offers the flexibility of online learning with the added support of guided, interactive sessions. Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

providers campus, where a facilitator conducts the sessions in a classroom environment.

Minimum Participants Required: (1) Online, (1) Blended & (1) Face-to-Face

3. Programme Content

- **(119472 US):** Accommodate audience and context needs in oral/signed communication
- **(119462 US):** Engage in sustained oral/signed communication and evaluate spoken/signed texts
- **(12153 US):** Use the writing process to compose texts required in the business environment
- **(119459 US):** Write/present/sign for a wide range of contexts

4. Topics

Module 1: Effective Oral Communication

- Principles of effective communication
- Understanding audiences and communication contexts
- Communication styles and language registers
- Active listening skills
- Verbal and non-verbal communication
- Building audience engagement
- Public speaking techniques
- Professional workplace communication
- Persuasive communication
- Identifying and responding to manipulative language
- Communicating with confidence

Module 2: Sustained Oral Communication and Presentation Skills

- Listening critically and constructively
- Responding appropriately to spoken communication
- Analysing spoken texts
- Effective questioning techniques
- Structuring presentations
- Speaking confidently in meetings
- Presenting complex information clearly
- Group discussions and facilitation
- Giving and receiving constructive feedback
- Evaluating communication effectiveness
- Continuous improvement of communication skills

We trust that the above is in order and look forward to hearing from you for Implementation

Module 3: Business Writing Skills

- The business writing process
- Identifying audience and purpose
- Business writing principles
- Plain language communication
- Business correspondence
- Report writing
- Minutes and meeting documentation
- Writing proposals and business documents
- Grammar and language conventions
- Drafting, editing, proofreading, and quality assurance
- Presenting information professionally

Module 4: Professional Writing for Multiple Contexts

- Writing for formal and informal communication
- Creative and persuasive writing techniques
- Writing for different workplace audiences
- Structuring professional documents
- Using language effectively
- Editing for clarity, accuracy, and impact
- Reviewing and improving written work
- Preparing presentations using written and multimedia formats
- Communicating complex ideas effectively
- Maintaining professionalism in written communication

5. Target Market

This programme is suitable for:

- Administrative Professionals
- Office Managers
- Executive Assistants
- Customer Service Representatives
- Human Resource Practitioners
- Supervisors and Team Leaders
- Sales and Marketing Personnel
- Public Sector Employees
- Municipal Officials
- Business Owners and Entrepreneurs
- Project Coordinators
- Individuals seeking to improve their workplace communication and writing skills

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6. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding
- **Practical Assignments:** Hands-on tasks related to course topics
- **Workplace Assignments and Logbook:** Application of skills in real-world settings

Successful participants will receive a certificate of completion.

7. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

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