Certificate in Business Acumen

Corporate Communications

Course Overview

Certificate in Business Acumen: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Business Acumen
- Apply practical tools and techniques for Business Acumen in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Business Acumen in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Business Acumen in today's organisation
2. Key concepts and the language of Business Acumen
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Business Acumen with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Online	**$800**
9 to 13 Nov 2026	Pretoria	**$1,450**
16 to 20 Nov 2026	Gaborone	**$1,650**
23 to 27 Nov 2026	Kigali	**$1,450**
30 Nov to 4 Dec 2026	Cape Town	**$1,395**

LTC Consultants
Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za
Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.