

Certificate in Business Acumen

Corporate Communications

Course Overview

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)
26 to 30 Oct 2026	Dar es Salaam	\$1,450
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

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.