

The "Occasional" newsletter

Commercial Awareness

We have run a very well received Commercial Awareness workshop with Oclaro.

The outline content was:

- What is commercial awareness?
- The Market
- Shareholder Value
- Risk and Reward
- Financials- running a business
- Business Strategy
- Your assessment of Oclaro



- Satisfaction scores averaged 90%

Some participant comments:

- "Very knowledgeable and motivational trainer"
- "Well prepared course. Very engaging. Anyone who carries a suitcase full of toy pigs around deserves credit."

Time you checked out **Philco's blog** at: <http://philjohnson.me.uk/>
latest topics include:-
VAK
Howard Gardner's 7 intelligences
"upselling" in hotels
parallel reciprocal alignment- whatever that is!

Poetry Corner

an excerpt from "The the Impotence of proofreading" by Taylor Mali

Has this ever happened to you?
You work very hard on a paper for English class
And when you get a very glow raid (like a D or even a D=)
and all because you are the word s liverwurst spoiler
Proofreading your peppers is a matter of the utmost impotence.

see more of "The the impotence of proofreading" at
www.taylormali.com

Learning Quote of the day

"I am learning all the time. The
tombstone will be my diploma." ~Eartha
Kitt

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