

### Notes from Trainer Jon Moon:

Please bring along some work done by you or by people that report to you (**but please don't bring emails unless it is something substantial**). On the day, I select, say, 14 pages from everything that delegates bring, copy it at lunch, then in the afternoon, we apply the Course's tips and ideas to those pages. Below are notes on what – and what not – to bring. In the meantime, for optional pre-course reading, there's a two-page article attached on why clarity should be in the board and exam room.

### **What to bring on the day**

1. **Please bring something.** Please don't arrive empty-handed.
2. Please don't bring a stream of emails back and forth between you and A.N.Others.
3. If possible, bring something where you're making a recommendation or trying to persuade.

Also:

- **Bring hard copies**, not something on your PC or memory stick.
- **Bring between say 2 and 13 pages.** Please bring more than just two paragraphs of text, it's not enough to discuss on the day.
- **Bring something you can show others**, not something confidential. Insert dummy text or numbers perhaps, but please don't simply take out all numbers and words and leave the page as a blank template.
- **Bring something that matters.** Bring something you think is worth getting just right, that you'd like to have real clarity and impact, that - if it's just right – would really inform, influence and impress people.

So any of these are fine: part of a management information pack, client pitch, capital expenditure proposal, review of alternatives, etc.

### **What not to bring**

- A page of numerical tables; bring something with words or graphs too
- Minimalist slides (e.g. slide 1 says "why?", slide 2 shows a circle, etc)
- Stuff that's deliberately bad or that no-one cares if it's bad
- Notes for yourself that you never show anyone else
- And if you're an accountant, please don't bring trial balances, bank recs, statutory accounts, balance sheets or annual reports.

### **Clarity & impact: what the day is about**

Imagine doing documents that people praise and envy. Ones that have clarity and impact and that get results. That win new business or impress and influence the Board. Imagine all that and saving time too – your time and your readers'. Now imagine the impact on the rest of your working life.

Imagine no more. See how to transform all your work, be it a proposal, pitch, update, email, report, slide, talk, briefing note, monthly or KPI pack, and more. In just one day, learn how to do documents that others praise and envy – and see the rest of your working life become so much more rewarding.

For a brief course outline, please visit [https://www.jmoon.co.uk/core\\_course.cfm](https://www.jmoon.co.uk/core_course.cfm)

For delegate testimonials, please visit [https://www.jmoon.co.uk/testimonials\\_delegates.cfm](https://www.jmoon.co.uk/testimonials_delegates.cfm)

For more information, you can browse [www.jmoon.co.uk](http://www.jmoon.co.uk)

### Additional Course Information:

**Provisional Itinerary (Your trainer will manage lunch and break times to best suit the course)**

**0900:** Delegates to arrive at TUCO HQ by this time for registration

**0930:** Start of course

**1100:** Break - Tea and Coffee

**1130:** Course Continues

**1230:** Lunch – A selection of sandwiches, crisps, fruit, savoury snacks and cakes will be provided.

**1315:** Course Continues

**1445:** Break- Tea and Coffee

**1500:** Course Continues

**1630:** End of Course

### **Who should attend?**

Managers at any level in catering and hospitality departments, especially those seeking to improve their report writing skills and those seeking promotion within their organisations.

### **About the trainer:**

Jon Moon is a leading authority on document clarity. He's delivered in-house training at the IMF, the World Bank, JP Morgan, Barclays, the Home Office and the BBC, and many more (including many Universities and University organisations).

### **What's Included?**

Everything included in the below itinerary is included in the cost of the day course. This includes refreshments and lunch. Travel to and from the course and any overnight accommodation that may be required is not included.

### **Event Address & Directions**

TUCO Ltd  
36 St Ann Street,  
National House, 3rd Floor,  
Manchester,  
M2 7LE.

TUCO HQ is a short walk from Manchester Piccadilly Train Station and Victoria Train Station.

There is no street parking but there are several paid car parks in the area. Please follow the signs for parking.



**Report Writing**  
**7<sup>th</sup> November 2019**  
**JOINING INSTRUCTIONS**

**Accommodation:**

TUCO Ltd have a corporate contract with Motel One Hotel. The cost per room (single occupancy) is from £69.00 INC VAT and has a 100% cancellation fee up to 6pm on the day of the reservation\*. To benefit from this contract please quote TUCO at the time of booking.

\*Please note that Motel One do operate some 'blackout dates' whereby these terms do not apply. In the case of a blackout date, nightly rates can include a supplement, and free of charge cancellations must be made at least 3 days prior to your stay.

**Dress Code:**

Business Casual.

**Contact Numbers**

Should you require further information about this course before or on the day, please contact the TUCO Academy.

Office Number: 0161 713 3420  
E-mail Address: [Academy@tuc.ac.uk](mailto:Academy@tuc.ac.uk)