



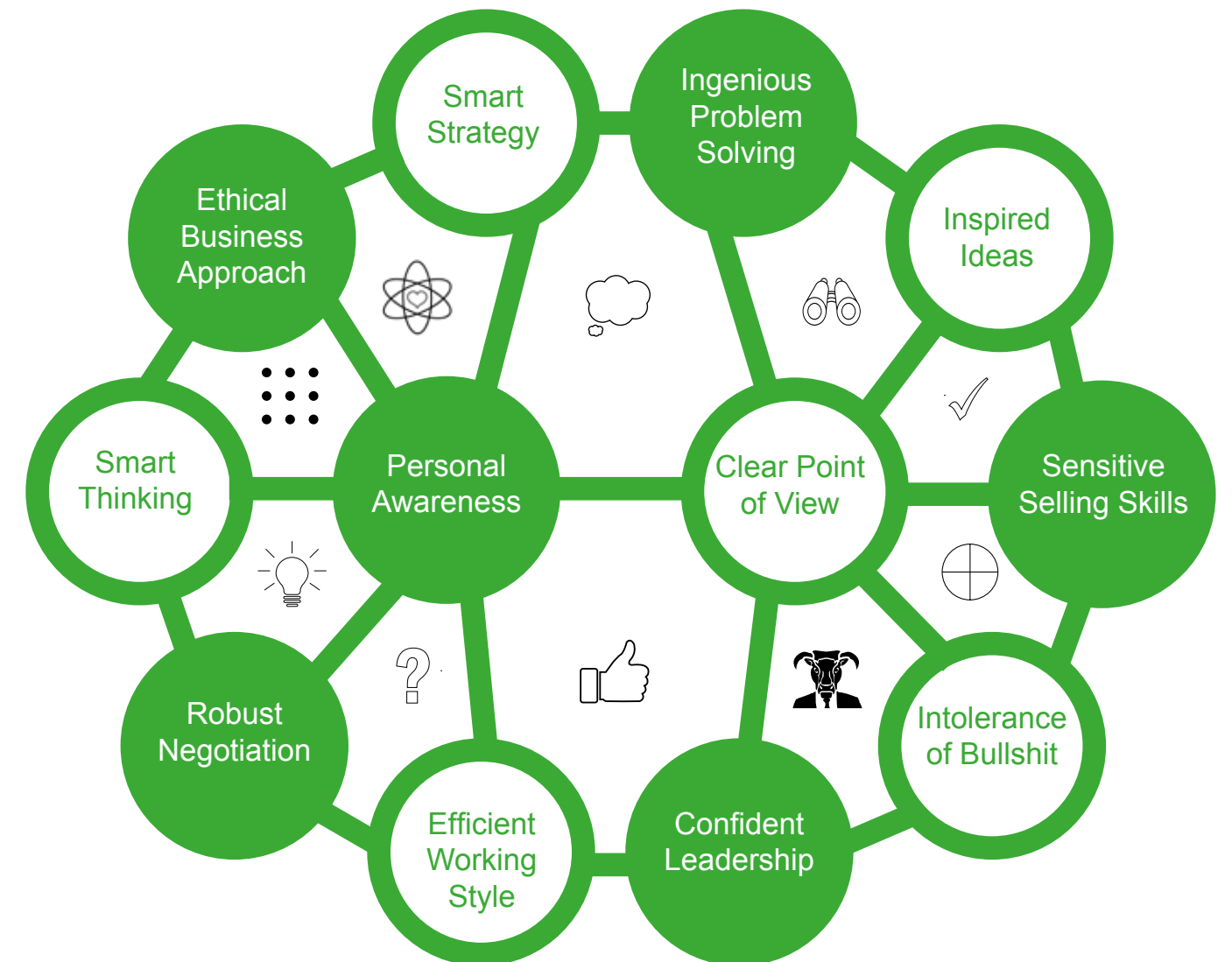
ExpertAdvice



The modern executive needs...

“Short, direct and powerful.”

Seth Godin



Expert Advice and Sleeping Lion have a comprehensive range of books, techniques, and training programmes to provide all these skills.

Smart Thinking

THE SMART THINKING BOOK

60 bursts of business brilliance. The sticky note format is ideal for stimulating teams in fast-paced sessions. Topics include growth, communication, innovation, creativity, relationships, and thinking.

Ethical Business Approach

THE ETHICAL BUSINESS BOOK

Many businesses wish to create a deeper understanding of sustainability and ethical behaviour. This training course achieves precisely that.

Ingenious Problem Solving

THE DIAGRAMS BOOK / THE INTELLIGENT WORK BOOK

Solving business problems intelligently using visual thinking. How to think, negotiate, sell, tell strategic stories, win pitches, and much more. Excellent for international businesses, and translated into 15 languages.

Inspired Ideas

THE IDEAS BOOK

How to run brainstorm properly and generate ideas more effectively. Very powerful for stimulating individuals, and a more creative culture. Includes a suite of techniques that can be used again and again.

Smart Strategy

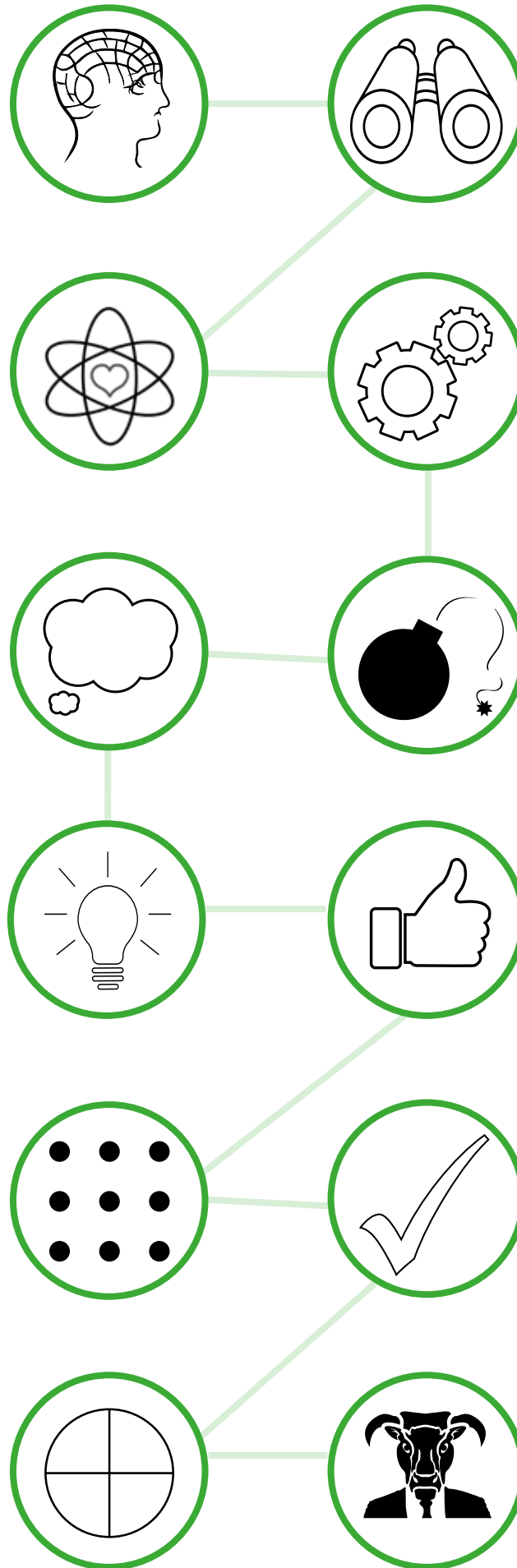
THE SMART STRATEGY BOOK

This covers seven of the most common strategic areas: commercial, brand, customer, sales, people, innovation, and communication. Strategic wisdom from over 380 business books.

Personal Awareness

THE EXCELLENCE BOOK

This training offers attendees 50 Ways To Be Your Best. The Excellence Book draws together 50 ingenious thoughts to improve your attitude, your approach to life and work, the questions you ask, the decisions you make, and even your timing.



Clear Point of View

FROM POV TO LOA

From point of view to line of argument. How to have an opinion and get your point across effectively. Advanced presentation and selling skills with an average satisfaction level of 93%.

Sensitive Selling Skills

HOW TO RUN CLIENTS AND SELL EFFECTIVELY

The latest thinking on modern selling techniques, and how to nurture and sustain excellent long-term relationships with clients and customers.

Robust Negotiation

THE ART OF NEGOTIATION

Equips all attendees with the necessary techniques to ensure companies are consistently improving margin and making the best use of resources. Complete with practical exercises to enact the wisdom.

Efficient Working Style

TICK ACHIEVE

How to get stuff done. How to cope with the modern world of work. Supported by the book and a proven follow-up system. Excellent for improving productivity and morale.

Confident Leadership

THE CONFIDENT LEADER

How to hold your line when running a team, command the respect of demanding clients, and prevail with a clear point of view. Advice on how to master the art of essentialism - only doing what really matters.

Intolerance of Bullshit

THE BUSINESS BULLSHIT BOOK

A full review of the psychology behind unclear language, and how to resolve it. The material is amusing yet poignant, followed by serious and practical application to all company materials and meetings.

Smart Thinking

THE SMART THINKING BOOK



This book contains 60 bursts of distilled wisdom – each in the form of a provocative thought on a sticky note. Each thought can be read in a second, and the short form accompanying copy in less than one minute.

Growth, communication, innovation, creativity, relationships and thinking are covered, with ten provocative thoughts in each area.

This book will be re-issued in 2020 as a 5th anniversary edition, containing new, updated material to stimulate business thinking.

TYPICAL RUNNING ORDER

The thought is placed on the wall, and for 5 minutes attendees are asked for their rapid reactions in relation to the brief, product or company in question.

Ideas are collected fast and then we move on to the next thought.

The training is modular per hour chunk. So for example, all six areas can be covered in a day on one subject matter.

Such as an hour on growth, an hour on communication, and so on for six hours.

Or six different products examined for innovation only.

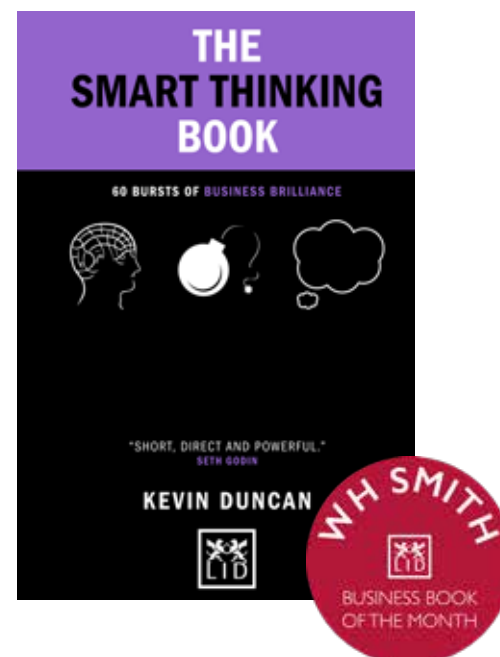
Or six different departments examined for their relationships.

Or any other blend that fits a need.

The sticky note format is a powerful way to stimulate teams in a fast-paced manner.

It can also be used as a shot in the arm or intervention in lengthy awaydays.

The format is highly productive and has already been road-tested at director level.

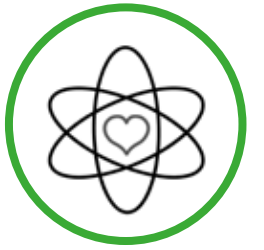


“When you want to take your mind for a sprint, pack The Smart Thinking Book as your protein bar.”

Richard Hytner, Deputy Chairman, Saatchi & Saatchi Worldwide

Ethical Business Approach

THE ETHICAL BUSINESS BOOK



The Ethical Business Book provides a series of accessible, practical and easy-to-digest approaches that any executive in any role can apply immediately from a business or personal perspective.

This workshop then dovetails with specific commercial and strategic thinking to encourage business growth by combining ethical approaches with strategies that capitalize on clients’ ethical and sustainability agendas.

Sarah and Kevin can facilitate these workshops separately or together, depending on emphasis and existing skills in the company.

EXAMPLE CONTENT

COMMERCIAL AWARENESS

- Why should a business bother with ethics and sustainability?
- CSR has moved on
- If you’re going to change, change for good
- Defining a moral purpose (purpose = profit)
- The Triple Bottom Line
- Conscious consumerism + Maturing millennials

PERSONAL AWARENESS

The Planet:

- There is no Planet B
- Understanding carbon footprints
- Take-Make-Waste vs Reduce-Reuse-Recycle
- Eco vs Ego warriors
- Overcoming resistors

Employees:

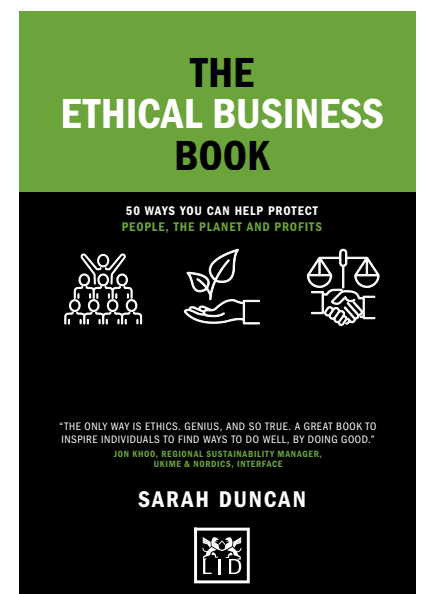
- Why should anyone work here?
- Embracing diversity
- Social intrapreneurship

Customers:

- Feeding customers’ passions
- Walking in customers’ shoes
- Loyalty vs commitment

MARKETING STRATEGIES

- From manipulation to authenticity
- The new rules of ethical marketing
- Greenwashing
- Too little, too triumphant, too late?
- Pay it forward / Buy One Give One Free
- Storydoing and Datatelling

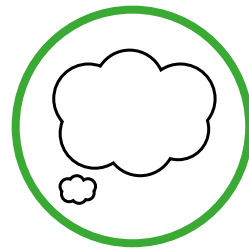


“The Only Way Is Ethics. Genius, and so true. A great book to inspire individuals to find ways to do well, by doing good.”

Jon Khoo, Regional Sustainability Manager, UKIME & Nordics, Interface

Ingenious Problem Solving

THE DIAGRAMS BOOK / THE INTELLIGENT WORK BOOK



Based on the best-selling The Diagrams Book. Already bought for translation in 16 countries, including Japan, China, Germany, Korea, Taiwan, Thailand, Russia, Portugal, and Spain. 50,000 copies sold.

This international best seller has been re-issued in a 5th anniversary edition with new material.

Ingenious presentation and pitch techniques that really work. Examines how to enhance verbal communication and solve any problem visually.

The Intelligent Work Book is new for 2020. For the first time ever it combines visual and verbal thinking to provide a powerful approach to problem solving.

TYPICAL RUNNING ORDER

Morning:

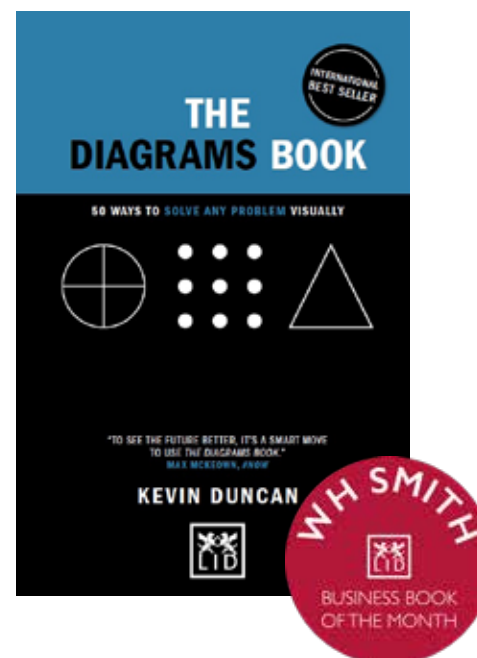
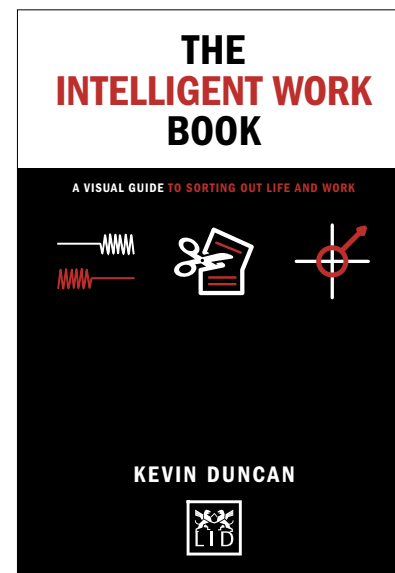
I explain a series of visual techniques from The Diagrams Book and The Intelligent Work Book, and how to apply them in a range of contexts.

Afternoon:

Attendees apply them to their current projects.

Typical topics include:

1. Win a pitch
2. Increase sales
3. Tell a story
4. Negotiate successfully
5. Design a strategy
6. Inspire staff
7. Shorten training time
8. Improve staff motivation
9. Improve your own motivation
10. Get stuff done
11. Judge ideas
12. Plan a project
13. Plan your year
14. Make a decision
15. Make sense of data
16. Organise a company
17. Analyse a client or customer relationship



"I'm a big fan of visuals to help represent a point, so it really did the job"
Mat Sears, Head of PR and Corporate Communications, Everything Everywhere

Inspired Ideas

THE IDEAS BOOK



How to prepare properly for running internal brainstorm, and how to do it for external brainstorm with clients and prospects.

How to turn these into products and processes, and ideally charge for them. How to set about generating ideas, then implement a range of techniques for generating them.

How creativity works, and how to nurture it. We also work on any live briefs we have for existing clients or prospects. Everyone receives a copy of The Ideas Book, now issued in a 5th anniversary edition.

TYPICAL RUNNING ORDER

10.00 – 11.00:

- How to prepare properly for running internal brainstorm
- How to do it for external brainstorm with clients and prospects
- How to turn these into products and processes, and charge for them
- Discussion about generating ideas and types of subject matter most often encountered

11.15 – 12.15:

- Generating initial ideas: the first 10 techniques

12.15 – 12.30:

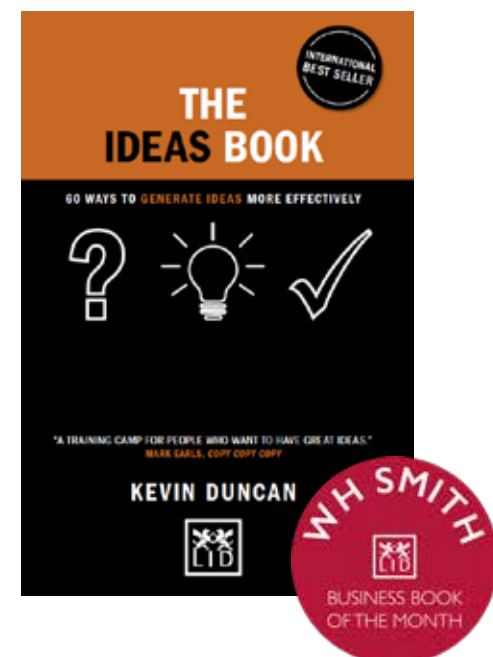
- Discussion
- Review of what live briefs we have to work on in the afternoon for existing clients or new business prospects

1.30 – 2.30:

- Some more advanced techniques
- Review of how creativity works, and how to nurture it
- Start work on briefs

2.45 – 4.00:

- Further application of techniques to briefs
- Sweep up of best techniques
- Review of action: what material will be applied to clients and prospects?

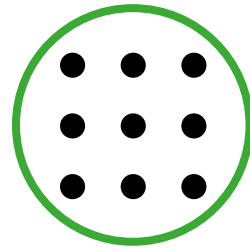


"Kevin's bite-size techniques are practical and immediate, unlocking the creativity that lies within."

Paul Davies, Director of Marketing Communications, Microsoft

Smart Strategy

THE SMART STRATEGY BOOK



This course covers seven of the most common strategic areas: commercial, brand, customer, sales, people, innovation, and communication.

Most strategies are too long and boring. Far too many contain language that most of us can't understand.

Strategic wisdom is drawn from over 380 business books.

TYPICAL RUNNING ORDER

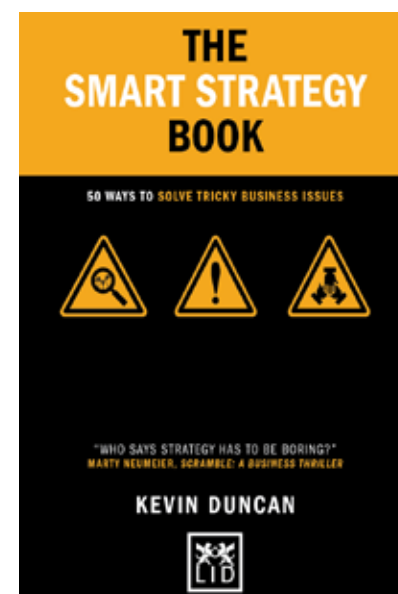
One option is to work through all seven strategic areas. Commercial, brand, customer and sales strategy are particularly popular.

Another is to specify which types of strategy attendees wish to concentrate on.

Everyone gets the book, plus charts.

Once we have been through all the thinking, we turn our attention to current projects, clients, presentations, and so on.

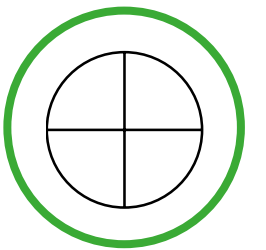
All afternoon we work on these in teams, see which approaches are found to be most useful, and present back to share learning.



"Kevin Duncan has a winning way with words."
British Airways Business Life

Personal Awarenessss

THE EXCELLENCE BOOK



This training offers attendees 50 Ways To Be Your Best.

The Excellence Book draws together 50 ingenious thoughts to improve your attitude, your approach to life and work, the questions you ask, the decisions you make, and even your timing.

It is both motivational for the individual, and effective for company productivity.

Attitude, approach, timing, questions and decisions are all covered, with ten provocative thoughts in each area.

TYPICAL RUNNING ORDER

In one format, attendees work through 25-30 provocations in the morning. Ideas are collected individually, and for the business.

In the afternoon we turn them into action plans.

In another format, we work through all 50 provocations, all day, and attendees make their own resolutions as they go along.

This is a powerful way to stimulate teams in a fast-paced manner.

It can also be used as a shot in the arm or intervention in lengthy awaydays.

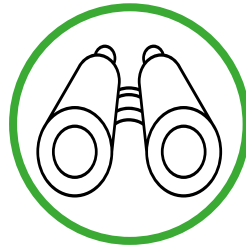
The Excellence Book is a life-affirming handbook to help you be the best you can be – whoever and wherever you are. It will lead to a significant change in approach at your company, better morale and motivation, and more dedicated staff.



"This is like a training camp for people who want to have great ideas."
Mark Earls, author Herd and I'll Have What She's Having

Clear Point of View

FROM POV TO LOA



Many modern executives simply trade in information, but they lack a point of view. They need to be able to a) develop a Point of View, and b) create a Line of Argument that is persuasive enough to ensure proposals are approved.

This course is an intensive and practical full day of training, covering how to come up with excellent ideas, solve strategic problems, have a clear point of view, and structure a compelling line of argument that clients and prospects are likely to accept.

TYPICAL RUNNING ORDER

How to develop a distinctive Point of View and generate ideas effectively, using techniques drawn from The Ideas Book.

How to explain concepts visually and develop a persuasive Line of Argument, without resorting to lengthy powerpoint or word documents, using material from The Diagrams Book.

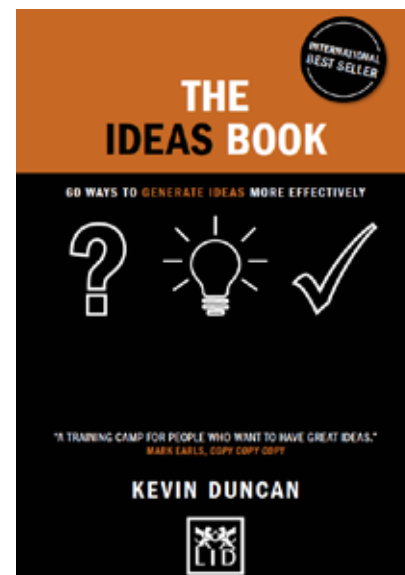
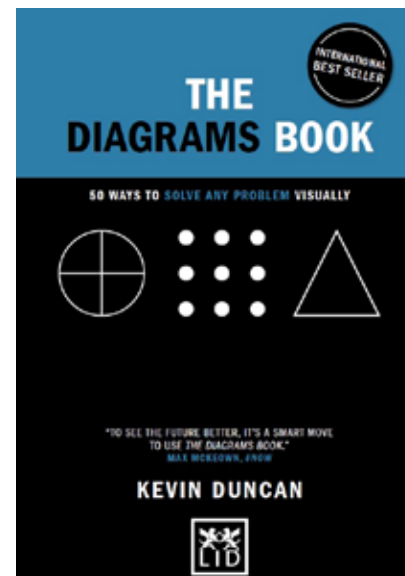
How to map out your Line of Argument: a 12-step process to improve presentation skills, and draw everything together in a persuasive way.

In the morning we go through all the best practice in this area, drawn from The Ideas Book (How to generate ideas effectively), The Diagrams Book (How to explain concepts visually), and the Line of Argument map (How to draw it all together in a persuasive way).

In the afternoon there will be group work applying all the learning to presentations and briefs that are currently being worked on, so attendees are asked to bring along any material they are currently preparing.

By the end of the session everyone will have put into practice what has been discussed, and will be able to walk out of the room with a completed presentation to take to clients or prospects immediately.

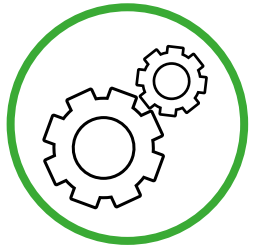
All attendees receive copies of both books, the slides, and a document explaining How To Write A Good Line Of Argument.



"This book is brimming with ideas I plan to plunder next time I embark on a slide presentation."
Paula Carter, Director of Planning, Channel Four

Sensitive Selling Skills

HOW TO RUN CLIENTS AND SELL EFFECTIVELY



This course helps client-facing staff to run their clients well, and explains some of the best principles behind selling skills.

We examine the best learning from the manner in which excellent customer service works, and discuss the most troublesome aspects of client handling.

We then examine the wisdom in the most effective sales books, including the sales strategy chapter of The Smart Strategy Book.

TYPICAL RUNNING ORDER

In the morning we look at the issues that crop up when dealing with clients, and what is involved when selling proposals.

This includes how to handle difficult clients, ten steps to effective selling, self-briefing by identifying the true need, a troubleshooting guide, and the identification of relationship remedies.

We also examine the best learning from the most effective sales books.

In the afternoon we put it all into practice, so attendees are asked to bring along examples of what they are usually selling and to whom, and what client issues they typically face.

We then enact live examples of both, so that they can all learn from the shared experience and compare notes about the most effective approaches.

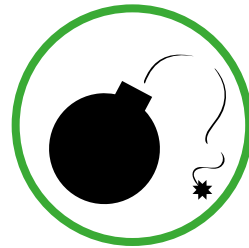
Attendees end the session by drawing up a manifesto of initiatives for their clients and customers.



"For business and marketing students. It's crisply written and very clear."
Dave Trott, Author Predatory Thinking

Robust Negotiation

THE ART OF NEGOTIATION



This course tutors attendees in the art of negotiation and so prevents them from giving away margin unnecessarily, or conceding unrealistic timings.

In fact, it makes them realise that they are actually negotiating all day every day.

A series of steps form the basis of the approach, which they then play out in practical exercises in the afternoon.

TYPICAL RUNNING ORDER

We start by discussing what a negotiation is, and how often we are negotiating without even realising it.

They are then taken through the eight steps of a negotiation, and engaged in detailed discussion about the nature of their negotiations, particularly with clients.

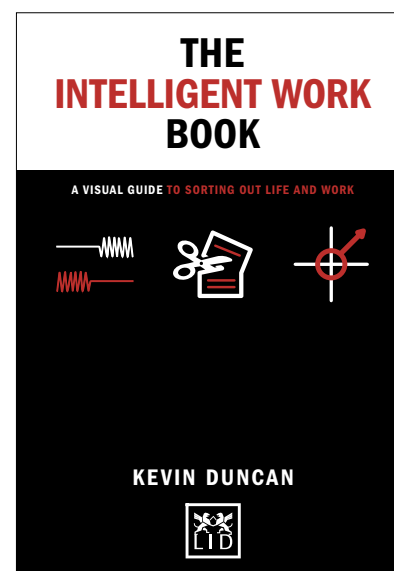
In the afternoon, there are a series of practical exercises where the attendees have to form teams and enact a set of different negotiations. These can be customized by industry if necessary.

Each side is given slightly different information and they have to work out a satisfactory conclusion in each case.

They will spend one exercise being the client, one being the agency, and a third observing.

Each negotiation is then debriefed in detail.

The session ends with attendees predicting which negotiations they will be involved with soon, and suitable planning to embark on as a result of this newfound awareness.



"It was brilliant how you inspired the team and kept us all on track."

Jane Honey, Head of Product, Moonpig

Efficient Working Style

TICK ACHIEVE



This course looks at what most modern executives have to deal with in the world of work these days. I identify and empathize with the most frequent pressures people face, and run through a series of suggestions from the book designed to help reduce that pressure.

We cover how to do things in the right order, cope with too many tasks, get organized, and use the right systems. How to cope with email, multiple requests, and tight deadlines.

This helps them to 'detox the inbox' and design a working style that works best for them.

TYPICAL RUNNING ORDER

Whole company one-hour zaps

20 people in each fast one-hour session.

Repeat three times a day, one hour on, one hour off.

This version covers 60 people a day and allows for large numbers to be covered in a week – typically 200-300 staff.

Workshop and one-on-one surgeries

This format allows us to provide a blend of communal training and one-to-one 20-minute surgery help for 10 individuals. Numbers can be increased to 15 by reducing each surgery time to 15 minutes.

10.00: Best advice on how to get stuff done (all present)

11.30: Discussion to share and understand issues and tee up one-to-one chats (all)

One-on-one 20-minute surgeries 12.30 – 4.30 for 10 people

Client and agency

10.00: Best advice on how to get stuff done from the book Tick Achieve

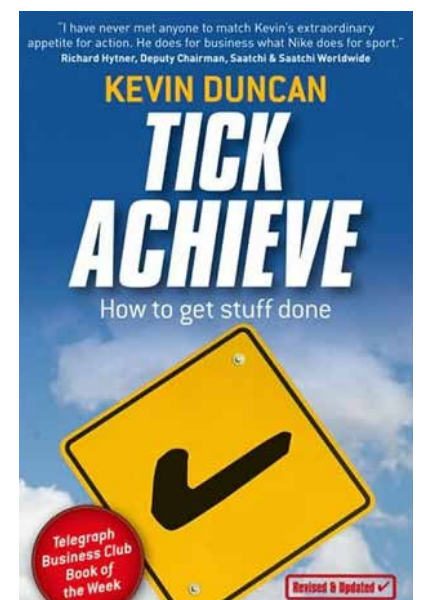
11.30: Discussion to identify and understand issues and areas of dysfunction in the relationship, typically email, phone calls, meetings, status reports, and so on.

12.30: Confirmation of areas to be tackled

1.30: Mixed groups briefed to come up with solutions to solve the problems.

3.30: Groups present remedies

4.00: Agreed client/agency manifesto for a new way of working



"So many business books comprise a few good ideas and a lot of padding. Kevin's book is full of a lot of good ideas and NO padding. Which would you prefer?"

Euan Semple, ex-BBC, and author Organizations Don't Tweet, People Do

Confident Leadership

THE CONFIDENT LEADER



The Confident Leader needs to have a firm grip on three main areas: their own behaviour, their approach to their teams, and their clients.

This course passes on vital thinking in all three areas from a diverse range of sources. Once we have raised all the issues, we draw up plans to implement them immediately.

Test driven on senior management teams.

TYPICAL RUNNING ORDER

10.00: YOU

- Understand yourself
- Set a good example
- Focus only on the things that really matter

11.00: YOUR TEAM

- Shape the team
- Give them a purpose and style
- Inspire them

12.00: YOUR CLIENTS

- Provide proper air cover
- Say no politely
- Self-brief

Afternoon options

Option 1

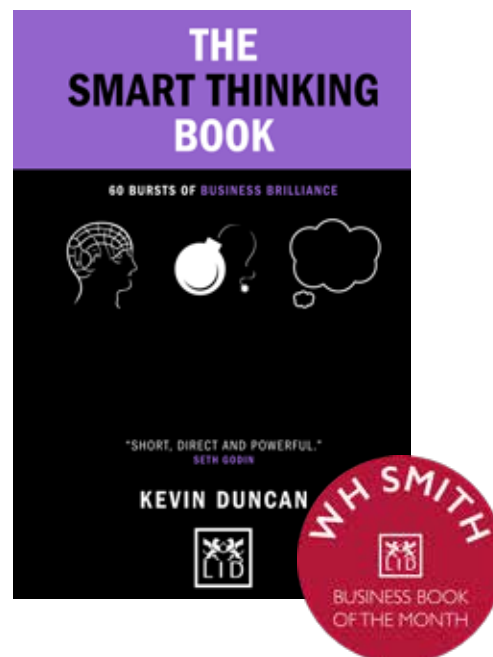
- 2.00 – 4.00:
- Learning from the best books on leadership.

Option 2

- 2.00 – 5.00:
- Individual one on one 15-minute surgeries for up to 12 people.

Option 3

- 2.00 – 4.00:
- Application of individual, team and client learning to real cases.



“World class trainer.”

Diana Rhodes, Head of Strategy & Planning, Royal Mail MarketReach

Intolerance of Bullshit

THE BUSINESS BULLSHIT BOOK



A full review of the psychology behind unclear language, and how to resolve it, followed by practical work on company materials and meeting etiquette.

The book contains the world's most comprehensive collection of total bullshit, diligently collected over 40 years.

Amusing yet with a serious point, this course ensures that all plans and proposals are crystal clear.

TYPICAL RUNNING ORDER

An incisive take on boardroom nonsense lifts the lid on the truth behind business vocabulary, and tells us what people are really trying to say.

Practical help for anyone wanting to work out what their boss is going on about, or wishing to understand a colleague.

10.00 - 11.00:

- Banishing the bull: a review.

11.00 - 12.00:

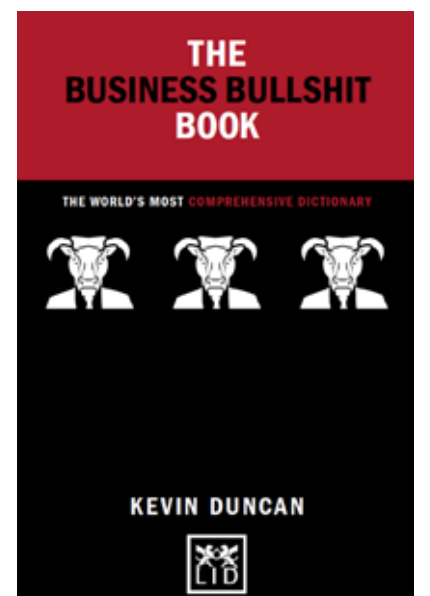
- Discussion: worst examples and suggested possible remedies.

2.00 - 4.00:

- Removing bull from company materials.

Analysing phraseology in company documents, proposals, credentials, websites, brochures and selling materials.

Rewriting them all to be clearer and better.



*“A fast, no bullshit shot in the arm for all of us who forget how simple business can be.
Punchy + Bouncy = Refreshing!”*

Chris Baréz-Brown, Founder of Upping Your Elvis, and author of Shine and Free!

THE BRAND BOMB

Brisk and **O**bjective **M**ethodology for **B**randing. This method costs a fraction of what a branding agency would charge and can usually be completed in less than three weeks. Ideal for setting company strategy and direction.

FACILITATION

A range of techniques and lots of energy. I have run boards of directors, newly-formed management teams, international sessions, conflict resolution, client retention, new business, thorny business issues, and more. I can also teach groups of colleagues how to facilitate each other.



PERSONAL COACHING AND MENTORING

One-on-one advice in any form that suits your business. Regular sessions of any frequency, any time duration, remote by telephone, private off-site, and so on.

NON-EXECUTIVE/ADVISORY BOARD DIRECTOR

Regular advice on company policy and direction. Frequency of interaction to suit. I have performed this role for dozens of companies.

NEW BUSINESS SKILLS BOOTCAMP

How to stalk and win new business, and generate more business from existing clients with a more active, intelligent approach.

GREATEST HITS

I read and summarise business books so you don't have to. These form a rich bank of information on any topic from leadership and creativity to innovation and behavioural economics. Choose a theme and we can design the day to suit. Over 380 books to choose from.

CULTURAL UNDERSTANDING

This course is a great help to anyone who works with colleagues from a range of countries and cultural backgrounds, deals with clients or colleagues in other countries, or needs to solve cross-border commercial issues swiftly and effectively.

CREATIVE APPRECIATION AND BRIEF WRITING

Marketing and communications briefs dismantled and rebuilt for greater understanding of the process and better results.

PUBLIC SPEAKING

Motivational speaking for conferences and events. Subject matter drawn from any of the material in this brochure.

Kevin Duncan

Kevin is a business adviser, marketing expert, motivational speaker and author.

Kevin has written over 20 books, which have sold over 200,000 copies. They have been voted Telegraph Business Club Book of the Week, WHSmith Book of the Month (on many occasions), Foyles Book of the Month, nominated for CMI Management Book of the Year, and translated into over sixteen languages. He has been voted Best Speaker at a number of conferences.



After 20 years in advertising and direct marketing, he has spent the last 20 years as an independent troubleshooter, advising companies on how to improve.

He can turn his hand to many things: training programmes based on his books; motivational speaking; facilitating awaydays and conferences; repositioning brands; producing business and marketing plans, strategies and creative solutions; advising on company structures; writing speeches; improving new business effectiveness; pitch writing; and action-orientated non-exec work.

In agencies, he worked with 400 clients, deployed £600m of funds on over 200 brands, oversaw over 1,000 projects, and won 35 awards for creativity and effectiveness. As Expert Advice, he has carried out over 800 jobs for over 180 clients, such as Dentsu Aegis, Facebook, The Guardian, Havas, Initiative, M&C Saatchi, Mediacom, Mindshare, News UK, Nike, Royal Mail, Saatchi & Saatchi, and The World Federation of Advertisers.

He flies birds of prey, collects classic guitars, and has released 14 albums. He is married to Sarah, and has two daughters, Rosanna and Shaunagh.

"Kevin does for business what Nike does for sport."
Richard Hytner, Deputy Chairman, Saatchi & Saatchi Worldwide

Sarah Duncan

Sarah is a business development consultant and trainer.

She has been in business for over 30 years – starting with luxury hotels, then moving through private club and spa development in Asia, to setting up her own consultancy, Sleeping Lion (now part of Expert Advice), in 2005.

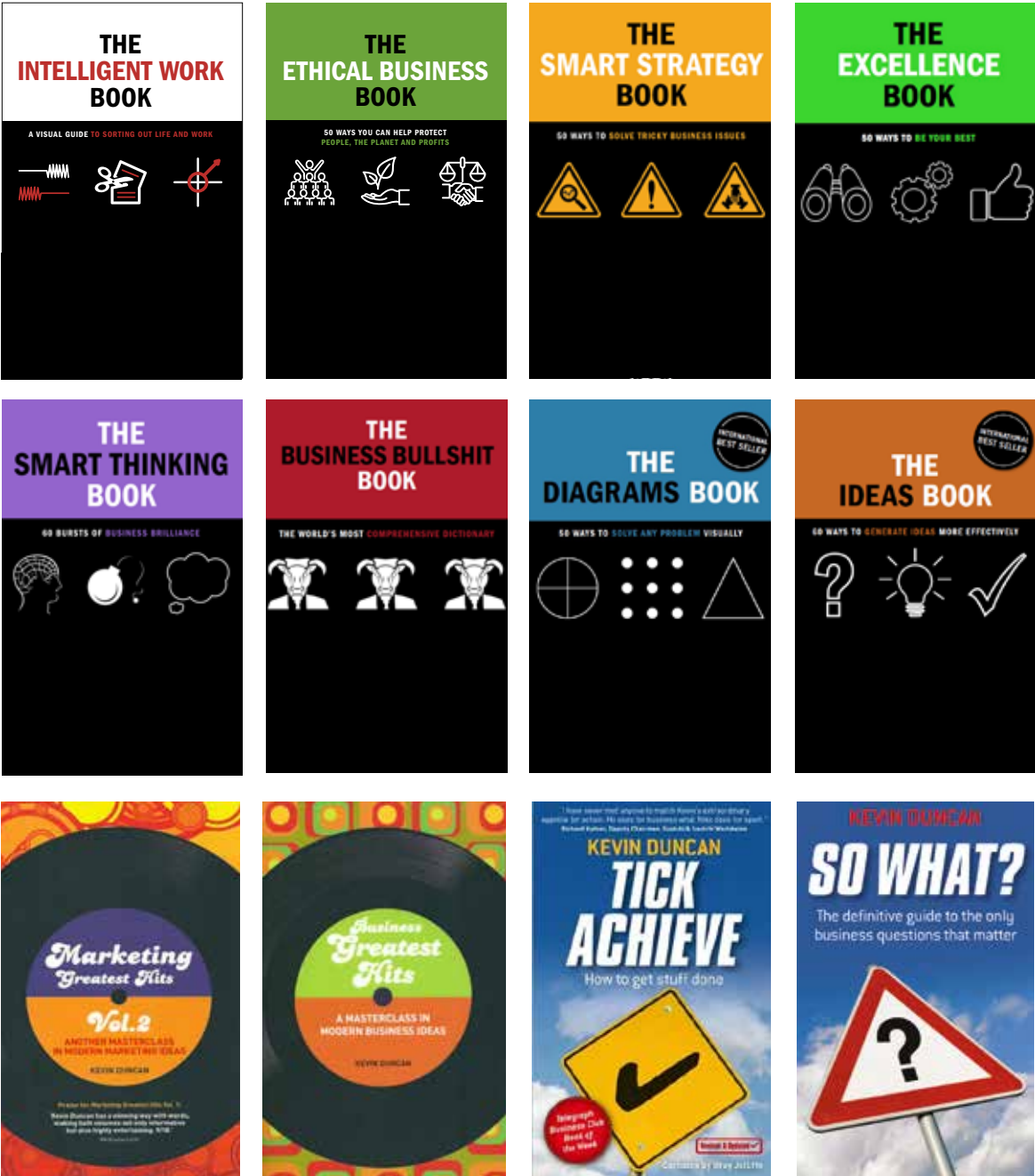
She has watched with interest as sustainability has forced its way onto the agenda, driven collectively by more ethically conscious employees and customers.

She now provides consultancy as well as workshops on ethical and responsible behaviour.



Books and Resources

Overseas Editions



China
Business Greatest Hits, The Diagrams Book,
The Smart Thinking Book, The Ideas Book

France
The Diagrams Book, The Ideas Book,
The Smart Thinking Book, Tick Achieve

Germany
The Diagrams Book, The Ideas Book

Greece
The Ideas Book, The Smart Thinking Book

Hungary
The Diagrams Book, The Ideas Book

India
The Dictionary of Business Nonsense, The Diagrams Book,
The Ideas Book, The Smart Thinking Book

Japan
The Diagrams Book, The Ideas Book

Korea
The Diagrams Book, The Smart Thinking Book

Netherlands
The Diagrams Book

Poland
The Ideas Book, The Diagrams Book,
Tick Achieve, Start, So What?

Portugal
Business Greatest Hits, Marketing Greatest Hits

Russia
The Diagrams Book, The Ideas Book, Tick Achieve

Spain
The Diagrams Book, The Ideas Book,
The Smart Thinking Book

Sweden
The Diagrams Book

Thailand
The Diagrams Book, The Ideas Book,
The Smart Thinking Book

Turkey
Business Greatest Hits, Marketing Greatest Hits





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