

Certified



Corporation



EVERYTHING A SMART BUSINESS BRAIN NEEDS



Expert Advice
Sleeping Lion

CREATE. EDUCATE. DONATE.



CREATE. EDUCATE. DONATE.

We are a Training, Education, and Business Development company that creates thoughtful books and products for smart business brains with a conscience.

In 2022 we became a certified B Corp. Our company purpose is to create, educate and donate.

CREATE

- We have read and summarised over 500 business books and made them available for free through greatesthitsblog.com.
- We have written over 40 business books, including 10 best-selling and award-winning Concise Advice titles.
- We have invented The Aces System® skills typology and self-improvement platform for individuals, teams, or entire companies.
- We have invented The PLANET System®, an online Sustainability/ESG self-audit, education, and improvement platform.

EDUCATE

- We have over 16 established training programmes (in-person or online) and have trained over 20,000 people.
- We also offer a library of sampler educational content available for free or at special discounted rates for those without significant training budgets.
- We collectively have over 70 years business experience in a range of sectors, including leadership roles and international projects.
- We offer consultancy, mentoring and facilitation - from board level to early careers.

DONATE

- We donate at least 5 % of our annual revenue to charity through cash donations, books and pro bono work.

SOMETHING FOR EVERYONE

Expert Advice/Sleeping Lion has a suite of training, educational and advisory products to suit all business needs and resources.

- If you have no money, there are 10 blogs with a range of videos, podcasts, example techniques and templates to download. Plus The PLANET System® sustainability self-audit is free, generating a report in less than a minute.
- Our online academy allows you to download courses and modules to replicate some of our in-person training wherever you are in the world for under £50, and in many cases for free.
- If you have a little money, there are a set of books, ebooks, and audiobooks to buy for less than £10.
- If you have £50-500, The Aces System® skills typology and self-improvement platform for individuals costs just £49. The PLANET System® suite of online products also contain a Learn option at £49 and the full PLANET Pro platform for just £499.
- If you have a modest company budget, then one or two workshops for a few thousand pounds might do the trick.
- If you are a larger company with a five-figure budget, then we can run full training programmes for large numbers of staff, or provide consultancy and mentoring.

THE BUSINESS LIBRARY

- The products in this brochure represent 70 years of business experience.
- The engine that drives all the thinking is our Business Library greatesthitsblog.com – to our knowledge the world’s biggest free business library.
- This has been a labour of love for over 20 years, with over 20 million words read.
- Categories span leadership, behavioural economics, ethical strategy, creativity, innovation, sustainability and much more.



THE CONCISE ADVICE BOOKS

The Concise Advice series was invented by Kevin Duncan and his publisher. It now contains over 40 books, 10 of them written by Kevin and Sarah.

Unlike most business books that are too long and padded out with too much material, these books take the full wisdom of wide-ranging business reading and reduces concepts down to their pithy minimum, typically on one spread.

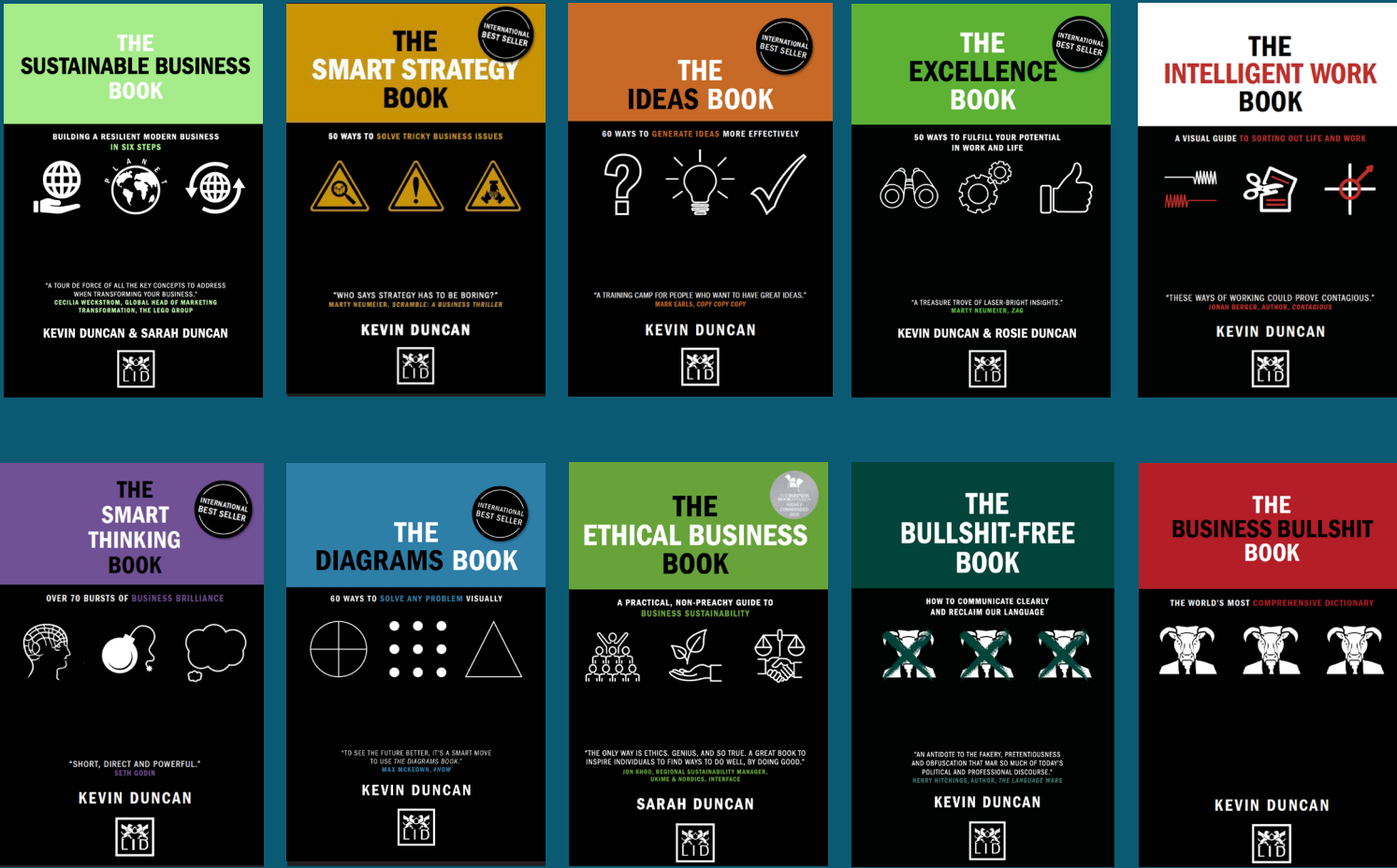
On average each book or topic is the result of over 25 other books, researched, summarized, condensed, and re-purposed to generate templates and techniques ready for immediate action and application.

Deep wisdom, judiciously applied means that the books, topics, templates and customized material are a fertile resource for any business.

This allows the time-pressed executive to grasp ideas at speed and put them into practice straightaway.

The handy pocketbook format is ideal for training, note-taking and idea generation on the go.

With their highly visual format and minimal copy, the books have a wide international appeal and have been translated into over 20 languages.



THE ACES SYSTEM®

The Aces System® is the organisational construct that draws all this work and learning together in one place.

It identifies eight capability areas that most modern executives require in varying degrees to be fulfilled, effective and successful.



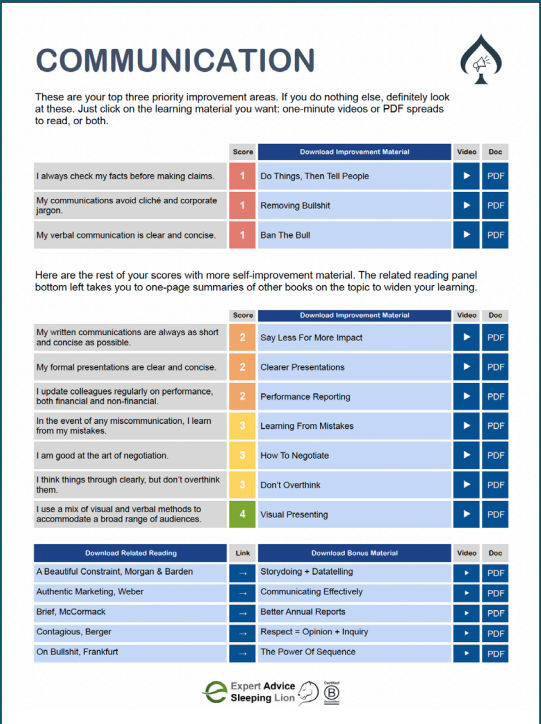
Each area offers at least two signature training schemes, with many more permutations available.

The initial ACES self-assessment identifies 56 different typologies. For example:



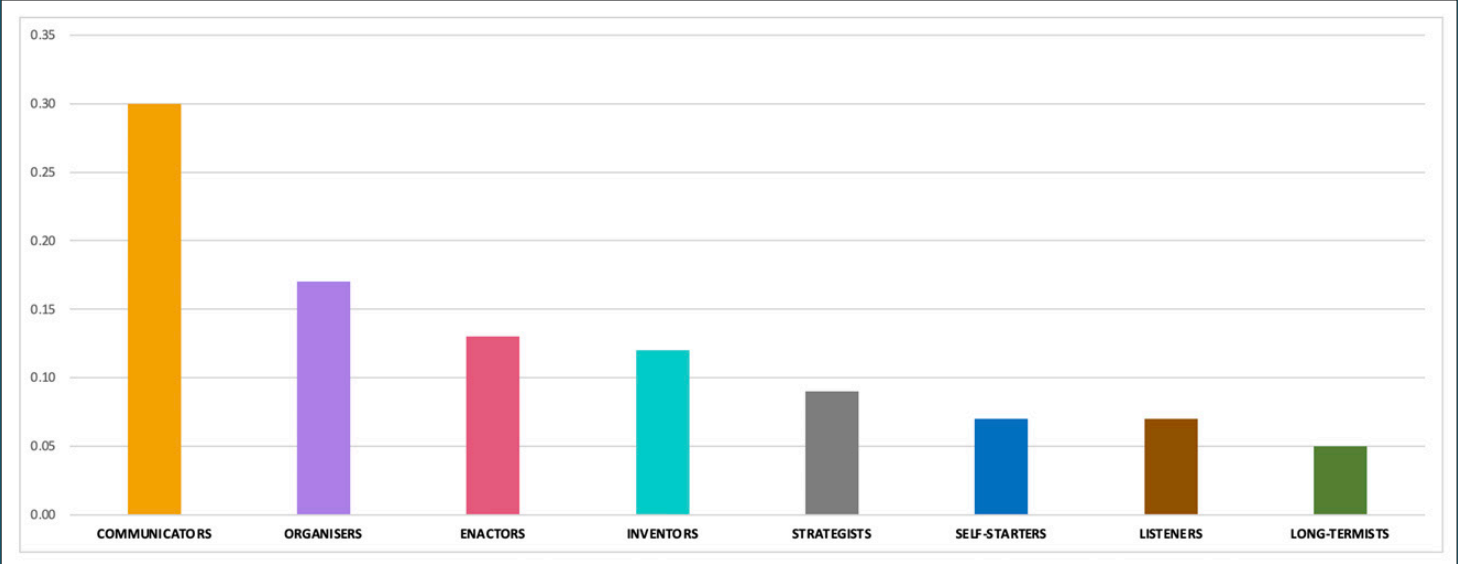
The online gateway for The Aces System is TheAcesSystem.com.

Individuals just complete the self-assessment (80 questions / takes about 7 minutes), and minutes later receive their individual typology and a personalised report with over 200 pieces of relevant built-in self-improvement material from our books.



Companies can use The ACES System to analyse current team strengths and weaknesses, provide immediate signposted learning and development support, and identify areas for additional targeted training. The system can be used for individuals, teams, or the entire company, and you can access full reports including skill mapping and benchmarking data.

The exercise can also be repeated to track skills improvement, and/or be used in appraisals.





SIGNATURE TRAINING

Being Your Best Business Self

This training offers 50 Ways To Be Your Best. It draws together 50 ingenious thoughts to improve your attitude, your approach to life and work, the questions you ask, the decisions you make, and your mental health in general.

Example Content

- Getting your attitude right
- Getting your approach right
- Getting your timing right
- Asking the right questions
- Making intelligent decisions



Smart Negotiation Skills

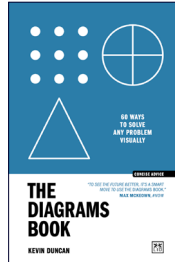
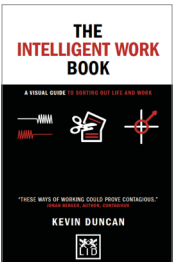
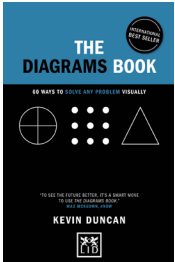
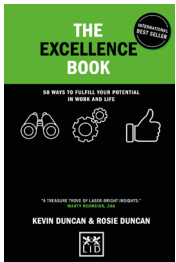
Equips all attendees with the necessary techniques to ensure companies are consistently improving margin and making the best use of resources. Complete with practical exercises to enact the wisdom.

Example Content

- How to get what you want on your terms
 - The 8 steps
 - The IF triangle
 - Crucial skills
- Negotiation exercises




ASSOCIATED BOOKS



Sample Book Content

1.
DISENTHRALL YOURSELF

On 1 December 1862, President Abraham Lincoln delivered his annual message to Congress. The country was in the middle of a civil war. He concluded:



"The dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise with the occasion. As our case is new, so we must think anew, and act anew. We must disenthrall ourselves, and then we shall save our country."

Disenthrall. It's an interesting word.

To enthrall means to capture someone's attention.

This could be good or bad, depending on what exactly is attracting your undivided attention.

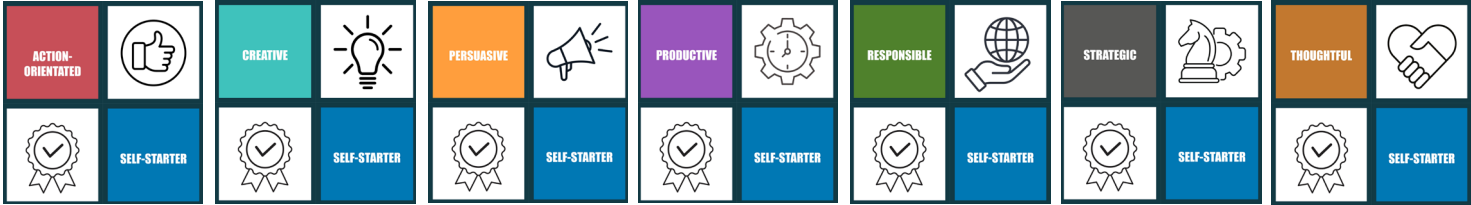
To disenthral means to discharge, free, emancipate, liberate, loosen, release, unbind, uncage, unchain or unfetter.

So, if you are obsessed with perpetually doing or seeing things in a certain way, you may first need to disenthral yourself to stand any chance of changing your attitude.

Only then will you have a chance of seeing other possibilities.

In order to change any of our own habits and behaviours, we must first become aware of them. From this perspective, we can analyse whether that's how we would, or wouldn't, like to respond to any given situation. Next time you find yourself reacting badly, note down what happened and how you behaved. When you have some time for reflection, look at this from an outsider's perspective.

ASK YOURSELF
What are your triggers and what did you learn about yourself?



"A treasure trove of laser-bright insights."
Marty Neumeier, author of Zag and The Brand Gap



SIGNATURE TRAINING

ASSOCIATED BOOKS

Smart Business Thinking

Over 70 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.

Example Content

- Growth
- Communication
- Innovation
- Creativity
- Relationships

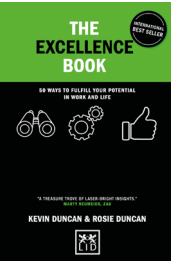
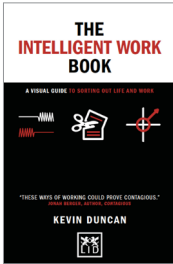
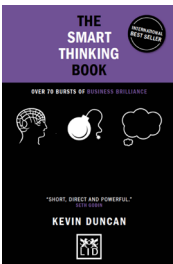


Sophisticated Selling

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

Example Content

- Your attitude
- Your approach
- Your customers and clients
- Selling effectively
- Sales strategies



Sample Book Content

01/PLANNING

A plan is just a plan. Just because it is written down, it doesn't mean that's what is going to happen.

"No battle plan survives contact with the enemy," according to Colin Powell, the former US Secretary of State.

In other words, planning is theoretical.

And there's a lot of difference between theory and practice.

Mike Tyson had a more blunt way of putting it.

"Everybody has a plan until they get punched in the face."

Everything changes all the time. So the bulk of assumptions made at the planning stage may well be wrong.

In fact, they usually are.

"A good plan violently executed now is better than a perfect plan executed next week," said the famous military commander George S. Patton.

So the best approach is to draw up a reasonable plan, fast, and then get on with it.



"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



SIGNATURE TRAINING

ASSOCIATED BOOKS

Creative Idea Generation

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.

Example Content

- Preparing to generate ideas
 - Generating initial ideas
- Developing and understanding ideas
 - Judging ideas
- Idea generation techniques



Smart Thinking + Innovation

A series of provocations to provide the springboard for original thinking. Fast-paced stimulation that can be attached to any brief or challenge, leading to a high quantity of innovative, lateral thinking.

Example Content

- Be relentlessly curious
 - Break with the past
- Progress not perfection
 - Plan B v. Plan A
- Act yourself into a new way of thinking



Sample Book Content

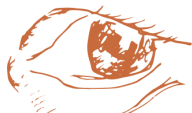
13. EYES OF EXPERTS



RICHARD BRANSON



DAVID BECKHAM



NELSON MANDELA

- * This is a charming and fun technique that really works, regardless of the topic.
- * The idea is to view the challenge through the eyes of a known person who is very successful at something.
- * In this example, I have suggested a successful businessman, a sportsman, and a universally known political figure.
- * It is not essential that they are technically expert, but it is important that they have a reputation for approaching their task in a distinctive way.
- * The list of experts can be decided before the session, or generated spontaneously by the group (but do have some spares up your sleeve in case they choose all the usual suspects).
- * Then examine the brief using the style and viewpoint of each expert. This can either be done collectively (all attendees imagining one expert at the same time), or separately (sending pairs or mini-groups off to work through the eyes of several different ones).
- * Capture the ideas and vet them later in the meeting or after the session.

EXERCISE

Choose a list of respected experts. Work in turn through how you would imagine them approaching the brief. If David Beckham were working on this issue, how would he approach it?



“Kevin’s bite-size techniques are practical and immediate, unlocking the creativity that lies within.”
Paul Davies, BBC Director of Marketing & Audiences

COMMUNICATION



SIGNATURE TRAINING

Presentation Skills (POV to LOA)

From point of view (POV) to line of argument (LOA). How to have an opinion and get your point across effectively. Advanced presentation and selling skills.

Example Content

- The importance of a POV
- Making sure you have a POV
- Once you have your POV
 - Say it on one chart
- Developing a persuasive LOA



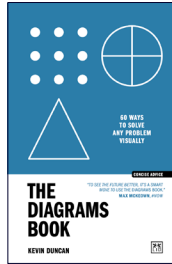
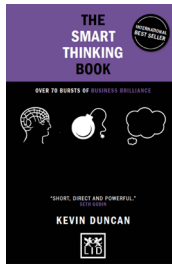
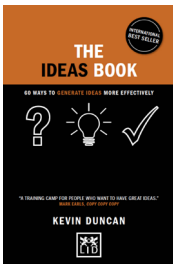
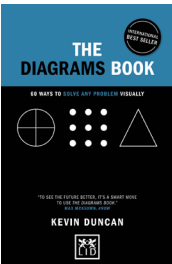
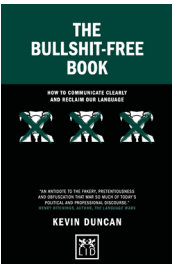
Bullshit-Free Communication

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.

Example Content

- Identifying unclear language
- Why bullshit can be so dangerous
 - Dealing with bullshitters
 - Removing it from business
- Removing it from company materials

ASSOCIATED BOOKS



Sample Book Content

II. REMOVING BULLSHIT FROM BUSINESS

MINIMIZE BULLSHIT PRODUCTION

According to André Spicer, in his book *Business Bullshit*, most organizations are flooded with empty talk, and it's killing them because 'management speak' has become more important than long-lasting results. Bullshit statements have one signature feature: they are unclarifiable — they are not only obscure, but they cannot be rendered *unobscure*.¹⁷ The primary way to remove this obscurity is to minimize bullshit production. He suggests six ways to do it:

1. **ELIMINATE BULLSHIT JOBS:** many people feel they have jobs that are utterly meaningless, so review and remove these.
2. **CUT BACK ON CORPORATE ESCAPISM:** awayday preening exercises rarely result in action, so just set direction and ask people to get on with it.
3. **PROVIDE EMPLOYEES SOME SECURITY:** most bullshit is generated by people who are insecure in their jobs, so clarify the safety of these roles.
4. **GIVE EMPLOYEES SPACE TO ASK QUESTIONS:** that means not being scared to state that something appears to be bullshit, and then fixing it.
5. **FORGET BEST PRACTICE:** lots of initiatives are started just because the competition is doing it, but doing it your way is better.
6. **FOCUS ON STABILITY:** managerial bullshit is obsessed with change, and many organizations suffer from *repetitive change syndrome*. Define what you are good at and stick to it.¹⁷

SLOW DOWN BULLSHIT EXCHANGE

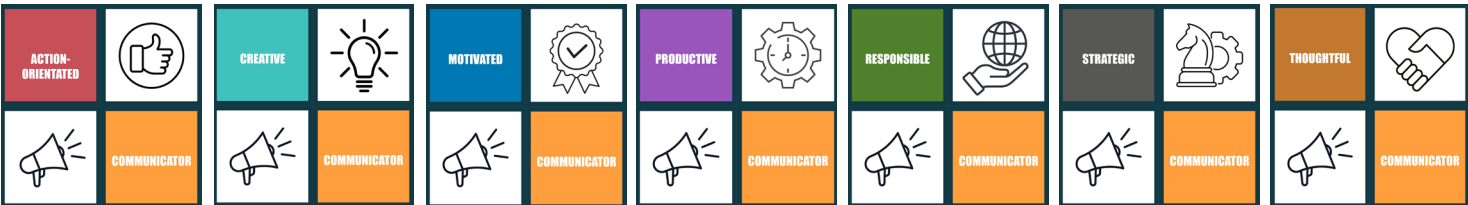
Bullshit exchange almost becomes a ritual in many companies – a way of life. Here are some ways to slow down the exchange of bullshit:

1. **REALITY TEST:** get the facts on whether something truly works or not, before initiating it.
2. **RATIONALITY TEST:** poor reasoning is a hallmark of bullshit. Always ask: why does this need to be done at all?
3. **MEANING TEST:** do the concepts genuinely make sense to the audience? If not, ditch the project or come up with something better and clearer.
4. **INTENTIONALITY TEST:** what intentions and motives lie behind the bullshit? Are we deluding ourselves here?
5. **CLARIFIABILITY TEST:** can this thing actually be clarified, and will it definitely help the business?¹⁷

STOP REWARDING BULLSHIT

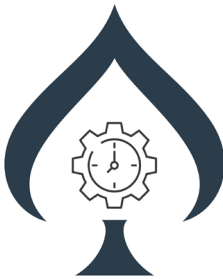
Cultures that reward bullshit just get worse and worse. Here are six ways to stop rewarding bullshit:

1. **LIMIT ATTENTION TO IT:** do not publicize shoddy work.
2. **DON'T LEGITIMIZE IT:** don't endorse it or approve of it.
3. **PROVIDE ALTERNATIVE BASES OF SELF-CONFIDENCE:** promote clearer expression and communication.
4. **MAKE STUPIDITY COSTLY:** highlight examples of vague and obscure communication.
5. **MAKE INCREASING ORGANIZATIONAL LOAD COSTLY:** constantly try to remove layers of bullshit from the company.



“Just the right amount of guidance in creating valuable and, most importantly, action-orientated strategies.”

Richard Morris, CEO, UK & EMEA, IPG Mediabrands



SIGNATURE TRAINING

Intelligent Working

The whole package to encourage an efficient and productive working style including thinking, planning, working, doing, presenting, selling, negotiating - every aspect of personal organisation.

Example Content

- Thinking & planning
- Working & doing
 - Prioritizing
- Presenting & selling
 - Negotiating



Smart Problem Solving

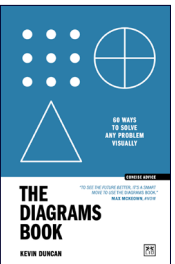
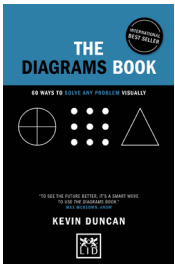
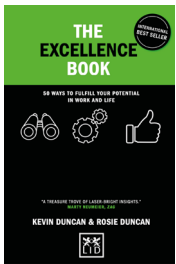
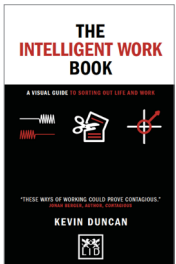
Solving business problems intelligently using visual thinking. How to think, negotiate, sell, tell strategic stories, win pitches, and much more. Excellent for international businesses, and translated into 20 languages.

Example Content

- Strategy
- Efficiency
- Leadership
- Motivation
- Presenting
 - Selling
- Negotiating



ASSOCIATED BOOKS



Sample Book Content

3. TIMING
PROCRASTINATION AND PANICKING

Most students put off everything until the last minute. This type of procrastination almost always leads to a classic last-minute essay crisis. Interestingly, company executives usually do exactly the same thing, so the pattern of work in most modern pressurized businesses looks like this:



This last-minute approach leads to rushed and usually below standard work. Instead, businesses should do the hard thinking upfront and so create the conditions for a smooth run to execution or a launch deadline, like this:



Most people agree with the principle of this, but protest that there is so much work coming in that they can't keep on top of it all. A few people claim that they intentionally work this way because they work better under pressure, but the evidence rarely verifies this. So the beleaguered modern executive feels that their workflow looks like this:



Removing what little preparation time there might be in this relentless cycle, the net result for many is this:



And it never stops. There are three main strategies that can break this cycle:

1. **Upfront thinking built in.** Make it mandatory company policy to do proper thinking before all major projects or work cycles, whether annually, quarterly, monthly or even weekly.
2. **Think, then delegate.** As long as the right minds have thought properly at the beginning, then technical specialists and executors can get on and do the work once direction is set.
3. **Anticipate logjams.** A pragmatic overview of any run of work can usually predict when the trouble will occur. Doing this at the beginning and taking appropriate steps will reduce their severity or predict whether they will happen at all. This bringing forward of work is called precrastination.

✓ THIS WORKS
Preparing early.

✗ THIS DOESN'T
Leaving it to the last minute.



“A tour de force. Beautifully done, and very relevant to the world of work today. As usual – clear, pragmatic and engaging.”
David Wheldon, CMO, Royal Bank of Scotland Group



SIGNATURE TRAINING

ASSOCIATED BOOKS

Ethical Business Leadership

Meeting the global challenges we now face relating to climate change and social inequity requires leadership that respects the importance of People, the Planet and Profit.

Example Content

- What are the issues?
- Why is it so important?
- What needs to be done?
- What can you do – personally?
- What can you do – professionally?

Early Career Navigation

The early part of a career can be tough. You have to work out what type of work will suit you best, navigate how the company works, do well at your job and deal with tough times.

This workshop is designed to work through important decision-making processes, prepare people for when things get tough, and help with important decision making. Equipping attendees with tools to deal with working life, to find their stride and handle the hiccups.

Example Content

- Values & boundary setting
 - How to be your best
 - When things get tough
 - Creating a plan
- Continuous self-improvement



Sample Book Content

5. WHAT’S YOUR MORAL PURPOSE?

There is much talk about *purpose* in business these days, but what does it mean?

In short, your moral purpose should be greater than the products you make or the services you provide.

At the heart of establishing a wider moral purpose for your business is the recognition that doing good and making money are not incompatible.

Knowing what intrinsically motivates your people, what you’re built to do better than anyone else, and where you can deploy that passion and talent to serve a need or solve a problem in the world is extremely powerful.

This matrix is from the book *Conscious Capitalism Field Guide* (Sisodia, Henry, Eckschmidt) and provides an excellent framework for establishing where your moral purpose is or should be.



“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



SIGNATURE TRAINING

The Consultative Leader

How to hold your line when running a team, command the respect of demanding clients, and prevail with a clear point of view. Introduces the important elements of being a consultant rather than just the provider of transactional services.

Example Content

- You, your team, your clients and customers
 - Consultative accountability
 - Knowledge, confidence & clarity
 - Assertive listening
 - The importance of resilience



Smart Strategy

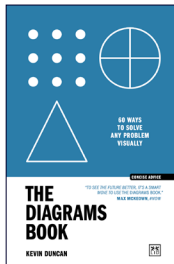
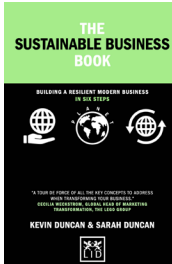
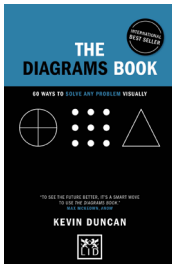
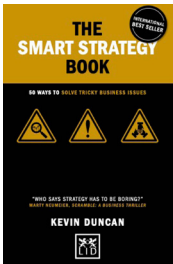
This covers seven of the most common strategic areas: commercial, brand, customer, sales, people, innovation, and communication. Strategic wisdom from over 500 business books.

Example Content

- Commercial strategy
 - Brand strategy
 - Customer strategy
 - Sales strategy
 - Innovation strategy



ASSOCIATED BOOKS



Sample Book Content

3. TRY RATIONAL DROWNING



Some sales strategies rely on a relentlessly cheerful approach. But in many contexts this is counter-productive.

In fact, it can pay to suggest that the issue is much harder than the potential customer believes.

Sometimes this involves taking the mood down for a short while to emphasize the severity of the problem. This is followed by bringing the customer back up with your proposed solution.

This is called 'rational drowning'. Effective commercial teaching usually involves six main stages:

1. **Warmer:** build credibility through empathy.
2. **Reframing:** shock the customer with the unknown.
3. **Rational drowning:** intensify the problem and then break it down.
4. **Emotional impact:** make the problem human.
5. **Value proposition:** introduce a new way, building confidence back up.
6. **Solution and implementation map:** describe in detail how to fix the problem with your product.

'Hypothesis-based selling' involves leading with a hypothesis of the customer's needs, informed by experience and research.

Bear in mind that having widespread support across an organization is now vital to likely sales success – going straight to the decision maker is unlikely to work.

KPMG has an interesting SAFE-BOLD framework that allows you to score from 1-10 the scale, risk, innovativeness and difficulty of any sales issue:

- SAFE = **S**mall, **A**chievable, **F**ollowing, **E**asy
- BOLD = **B**ig, **O**utperforming, **L**eading edge, **D**ifficult.

Interestingly, the sales experience contributes more to customer loyalty (53%) than the brand (19%), product and service delivery (19%), and value-to-price ratio (9%) put together, so it is really worth getting it right.



SMART STRATEGY WARNING

Don't use rational drowning if the sales context is relatively simple. There's no need to frighten the horses if everything is pretty straightforward.

Bear in mind that many companies think that things are more complicated than they truly need to be. Many potential customers have a high level of understanding already, so it pays to understand how sophisticated your audience is and pitch your sales strategy accordingly.

“Kevin has an uncanny ability to make the complex seem simple. This book is packed with immediately useful advice.”
Graeme Adams, Head of Media, BT Group





SIGNATURE TRAINING

ESG in Action

From brutal honesty to genuine impact, this workshop (or series of sessions) covers our proven six-step process called The PLANET System®. It stands for Panic, Learn, Agree, Navigate, Enact, Tell.

Example Content

- Stage 1 : Facts (Panic & Learn)
- Stage 2 : Strategy (Agree & Navigate)
- Stage 3 : Action (Enact & Tell)



Stop, Think, Challenge

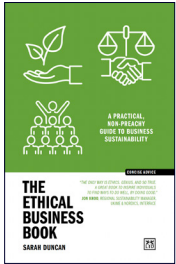
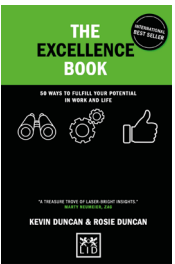
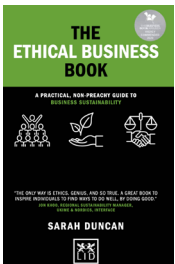
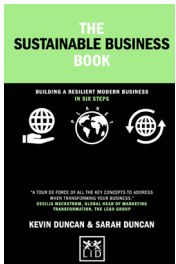
To embed ESG into the heart of your business, you need to challenge day-to-day business thinking and behaviour. From procurement to customer service, product development to style of leadership, small changes and more thoughtful actions can transform the way your company performs. This workshop encourages and empowers employees to think and behave differently – leading to a happier, healthier, and more sustainable company culture.

Example Content

- How to Stop, Think and Challenge
- Ensuring employee engagement
- Aligning with Sustainable Development Goals
- Is there a better way of doing this?
- The 18 questions applied to your business



ASSOCIATED BOOKS



Sample Book Content

- If in any doubt, you need to:
- **CHECK** the facts
 - **CLARIFY** the details
 - **CHALLENGE** like (your greenest) customer
 - **CHANGE** where necessary

ALL TALK, NO ACTION?
Are your marketing claims unrealistically enthusiastic and can they be properly substantiated?

Every claim, without exception, should be screened in this way.

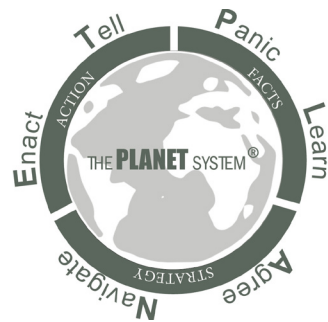
MARKETING CLAIM				What needs to be	
				CHECKED?	
1. LEGALLY, can we say this?		6. MORALLY, should we say this?		CLARIFIED?	
2. What is the source?		7. What are we potentially overstating?		CHALLENGED?	
3. How has the evidence been validated?		8. Is this only part of the story? What is not being mentioned?		CHANGED?	
4. Is the source independent and/or unbiased?		9. What could customers be wary of?			
5. Who signed off the wording?		10. Are they right to be wary? How can we address this?			

FIGURE 35 – Check, Clarify, Challenge, Change

“We are constantly looking for ways to help our members effect change in their businesses, and the PLANET System is a classic example of something that can help – directional, clear and, crucially, action-based.”
Stephan Loerke, CEO, World Federation of Advertisers



The PLANET System®



How are your Sustainability efforts going?

We talk to many businesses, and a prevailing theme when it comes to sustainability (or ESG) is the gap between good intent (and formal policies) and actual execution. This is understandable because sustainability is easier said than done. The PLANET System® products, developed in conjunction with The Sustainable Business Book, are designed to help you move to tangible action and make progress, wherever you are on your sustainability journey.

PLANET stands for: Panic, Learn, Agree, Navigate, Enact, Tell

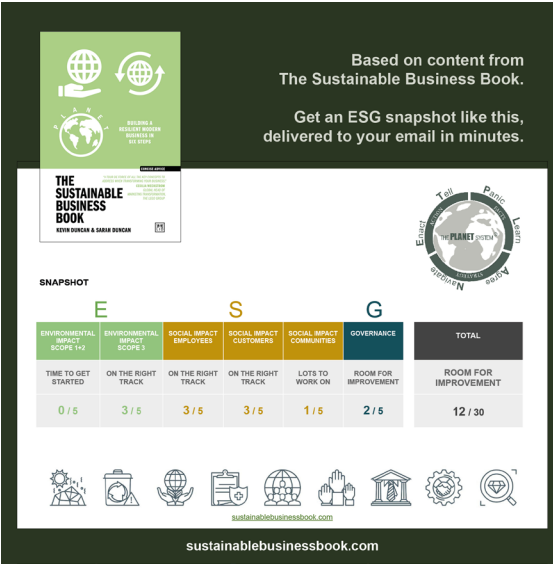
Our online products are designed to help you work through the system and move from panicked promises to tangible change.



For full details of all The PLANET System products, visit: ThePlanetSystem.com.

PLANET BASIC

Take the 30 question FREE mini self-audit online and receive an instant report (with built-in educational downloads). This is suitable for anyone. It could help you get started, generate some new ideas, or simply reconfirm your direction of travel and highlight the progress you are already making.



PLANET PRO

PLANET Pro is the full interactive platform that guides you through the entire system, from Panic to Tell. It contains an automated dashboard, interactive improvement and communication tools, plus over 100 downloadable learning PDFs. Here's how it works.

Step One:
Complete the full PLANET self-audit of around 75 questions.

Step Two:
Within minutes, receive your interactive online spreadsheet.

Step Four:
Where necessary, download up to 100 educational and motivational pdfs to help you tackle some of the trickier aspects of ESG.

Step Three:
Check out your dashboard and review your current status.



Step Five:
Gather your team together and work through your personalised improvement plan, agreeing what areas to prioritise, appropriate timeframes, what human or financial resources are necessary, and who's ultimately responsible for getting it done.

ENVIRONMENTAL IMPACT - SCOPE 1+2		LEADS TO	LEADS TO	LEADS TO	LEADS TO	LEADS TO	LEADS TO
Review and switch to energy-efficient heating/air-conditioning systems throughout the business / operations.	Yes	Is this something we want to commit to do?	What is our agreed timeline for this?	Which ESG is this most closely aligned with?	Which Business Area does this affect?	What are the Financial or Human Resource implications?	Who is ultimately responsible for making this happen?
Carbon offset our business activities from last 2 years relating to Scope 1+2.	Yes	Yes	6 months	15 Climate Action	15 Climate Action		What does Success look like? What's our measurement criteria or KPI for this?
ENVIRONMENTAL IMPACT - SCOPE 3		Is this something we want to commit to do?	What is our agreed timeline for this?	Which ESG is this most closely aligned with?	Which Business Area does this affect?	What are the Financial or Human Resource implications?	Who is ultimately responsible for making this happen?
1) Establish a plan to start obtaining baseline Scope 3 emissions data from the last 2 years.	Yes	Yes	12 months	15 Climate Action	15 Climate Action		What does Success look like? What's our measurement criteria or KPI for this?
2) Contact suppliers regarding specific carbon data or Life Cycle Analysis (LCA) of products supplied.	Yes	Yes	12 months	15 Climate Action	15 Climate Action		How are we doing? [15]
3) Establish options for offsetting business activities in the last 2 years relating to Scope 3.	Yes	Yes	12 months	15 Climate Action	15 Climate Action		
SOCIAL IMPACT - EMPLOYEES		Is this something we want to commit to do?	What is our agreed timeline for this?	Which ESG is this most closely aligned with?	Which Business Area does this affect?	What are the Financial or Human Resource implications?	Who is ultimately responsible for making this happen?
1) Conduct a pay equity analysis.	Yes	Yes	6 months	9 Social Work & Economic Growth	9 Social Work & Economic Growth		What does Success look like? What's our measurement criteria or KPI for this?
2) Supply employees with working from home guidelines - covering environmental responsibility and physical/mental wellbeing.	Yes	Yes	6 months	9 Social Work & Economic Growth	9 Social Work & Economic Growth		How are we doing? [9]
SOCIAL IMPACT - CUSTOMERS		Is this something we want to commit to do?	What is our agreed timeline for this?	Which ESG is this most closely aligned with?	Which Business Area does this affect?	What are the Financial or Human Resource implications?	Who is ultimately responsible for making this happen?
1) Establish a mechanism to clearly and transparently communicate the company's environmental and social credentials to customers.	Yes	Yes	12 months	15 Responsible Resources & Production	15 Responsible Resources & Production		What does Success look like? What's our measurement criteria or KPI for this?
2) Review role of sustainability in external marketing and communications strategy.	Yes	Yes	12 months	15 Responsible Resources & Production	15 Responsible Resources & Production		How are we doing? [15]
3) Ensure checks are in place to avoid taken corporate environmentalism and greenwashing.	Yes	Yes	12 months	15 Responsible Resources & Production	15 Responsible Resources & Production		
SOCIAL IMPACT - COMMUNITY		Is this something we want to commit to do?	What is our agreed timeline for this?	Which ESG is this most closely aligned with?	Which Business Area does this affect?	What are the Financial or Human Resource implications?	Who is ultimately responsible for making this happen?
1) Agree at board level a % of company profit or revenue to commit to charity on an annual basis.	Yes	Yes	12 months	15 Responsible Resources & Production	15 Responsible Resources & Production		What does Success look like? What's our measurement criteria or KPI for this?

Step Six:
Once actions are completed, update your status page and review your personalised communication tab, containing all the tangible actions that have been completed and can be used in your internal and external impact reporting.

WE OFFER MANY OTHER SERVICES

FACILITATION

To provide guidance to groups.

Deep experience + firm direction = progress.

BOARD MENTORING

To pass on experience.

Strategy, clarity, personal direction, company direction.

PERSONAL MENTORING

To provide career guidance and personal direction.

Practical career advice to help personal development.

ONLINE ACADEMY

As part of our commitment to create, educate and donate, the core of our work can be found as courses online at expertadvice.freshlearn.com. These cover the basics that most businesspeople need: strategy, thinking, idea generation, ethical leadership, effective marketing and communication, and intelligent ways of working.

These are offered for less than £50, or for free.

CONSULTANCY

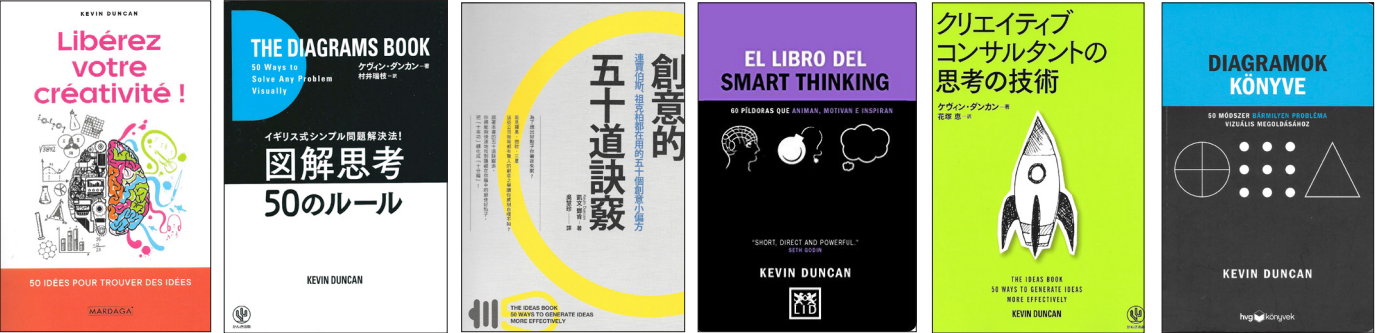
To help businesses develop in the right way.

With over 70 years of experience between us, we are generalists. So whilst we try to package up wisdom in all the products in this brochure, there are always specific issues that companies and individuals are experiencing that we can help with.

We have hundreds of techniques and approaches to support and stimulate companies, brands and individuals. Everything from global corporations to start-ups and SMEs. From Global CEOs to interns. Whatever stage you or your company is at, we probably have something to help.

INTERNATIONAL CULTURAL UNDERSTANDING

- The team has lived or conducted business in over 20 different countries and have travelled to around 100 countries.
- Our books are available in over 40 overseas editions and published in China, France, Germany, Greece, Hungary, India, Indonesia, Japan, Korea, Netherlands, Poland, Portugal, Romania, Spain, Sweden, Thailand and Turkey.
- We have researched and read over 25 books on cultural understanding, and so offer a balanced view and mature perspectives on how to do business around the world.



B CORP



We became a BCorp because we feel strongly about social and environmental issues. Our commitment to the BCorp process shows a wider intent to help people and the planet.

We resolved a few years ago to change the business for good – not that it was particularly bad beforehand. The discipline of the BCorp process forced us to ask questions that we hadn't previously and become much more diligent about monitoring evidence about our impact.

As part of this, we made a commitment that each year we will donate at least 5% of our annual revenue to charity through cash donations, books and pro bono work.

We have identified a handful of charities as main beneficiaries:



THE TEAM

KEVIN DUNCAN is a business adviser, marketing expert, and motivational speaker. He is the UK's best-selling business author, and has written over 20 books, which have sold over 250,000 copies, and been translated into over 17 languages. They have been voted Telegraph Business Club Book of the Week, WHSmith Book of the Month and Foyles Book of the Month.

After 20 years in advertising and direct marketing, he has spent the last 23 years as an independent troubleshooter. 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 900 jobs for over 200 clients.

"Kevin does for business what Nike does for sport."

Richard Hytner, Deputy Chairman, Saatchi & Saatchi Worldwide



SARAH DUNCAN is a business advisor who now specialises in Sustainability (ESG). She has been in business for over 35 years.

She wrote The Ethical Business Book in 2019, and co-wrote The Sustainable Business Book with Kevin in 2022. She has continued to build her knowledge in the area of sustainability by successfully completing a Business Sustainability Management course at Cambridge Institute for Sustainability Leadership and a Circular Economy course with Delft University of Technology. She designed and created The PLANET System® and The ACES System® online products.

She helps businesses understand the commercial and moral benefits of sustainable and ethical business practice (or ESG - Environmental Social Governance).



ROSIE DUNCAN has over 15 years of experience across 40 brands. She has worked in all corners of the marketing industry, including creative, digital, media and production agencies, media owners and client side, including Saatchi & Saatchi, Wavemaker, Metro and King's College London. She has 19 industry awards to her name, one of which is the world-renowned Young Cannes Lions Award.

She is especially interested in areas surrounding communications and mental health, working with several mental health research centres at King's College London alongside mentoring those in the first decade of their careers. She is co-author of The Excellence Book with Kevin, and has written The Early Career Book (out in November).



SHAUNAGH DUNCAN is Head of Sustainability for Europe & International Markets at Oatly. She is an experienced sustainability professional who thrives in the sweet spot between science, policy and comms, creating and delivering engaging sustainability strategies backed by science.

She is a Master of Business Administration and has an MSc in Sustainable Energy Futures from Imperial College London. She provides ad-hoc advice through Expert Advice/Sleeping Lion on particularly technical aspects of sustainability.



CLIENTS + PARTNERS



“Short, direct and powerful.”
Seth Godin

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