

Certified



Corporation



EVERYTHING A SMART  
BUSINESS BRAIN NEEDS



Expert Advice  
Sleeping Lion

CREATE. EDUCATE. DONATE.



2024





Founders: Kevin & Sarah

## Contents

3	About Us
4	Accessible to Everyone
5-6	Our Books
7	Certified B Corp
8	The Team
9-10	The ACES System® for Individuals
11-12	The ACES System® for Companies
13-14	Training for Attitude and Action
15-16	Training for Creativity and Communication
17-18	Training for Efficiency and Empathy
19-20	Training for Strategy and Sustainability
21-22	The PLANET System®
23-24	The PLANET System® Pro
25	Consultancy and Mentoring
26	International Experience
27	Early Careers and Students
28	Business Start-Ups
29	Clients and Partners



**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 [Greatest Hits Blog](https://greatesthitsblog.com) ([greatesthitsblog.com](https://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®](#) business skills typology and microlearning 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 for those without significant training budgets.
- We collectively have over 100 years of 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.

# Accessible to 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 an ESG report in less than a minute. And our online academy allows you to download courses and modules to replicate some of our in-person training wherever you are in the world.
- If you have a little money, there are a set of books, ebooks, and audiobooks to buy for less than £10.
- If you have £50-1000, The Aces System® skills typology and self-improvement platform for individuals costs just £50. The PLANET System® suite of online products also contain a Learn option at £49 and the full PLANET Pro platform for just £600.
- 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.

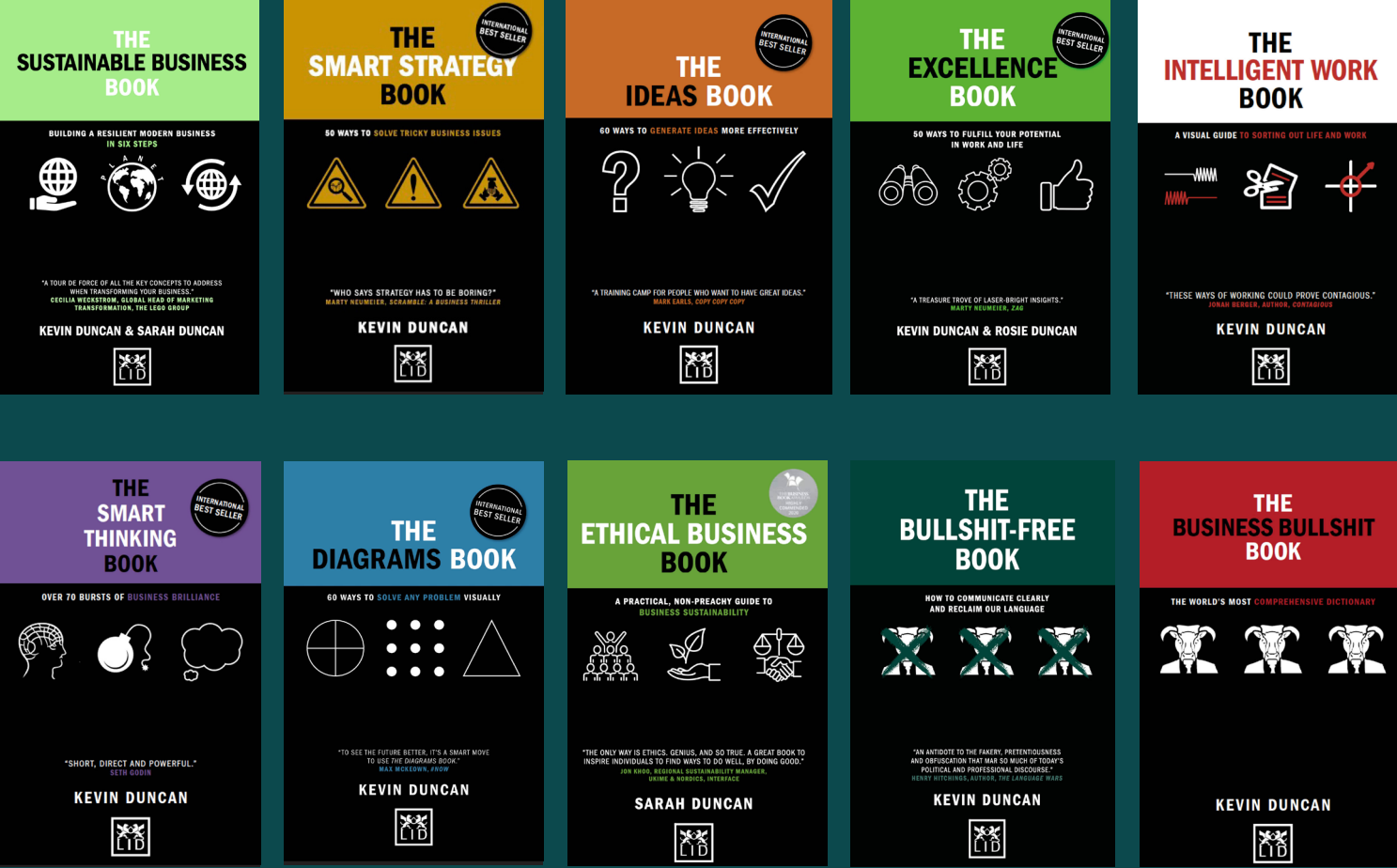
## The Business Library



- The products in this brochure represent over 100 years of business experience.
- The engine that drives all the thinking is our Business Library [greatesthitsblog.com](https://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.



Hardback



Paperback



The Concise Advice Books

The Concise Advice series was invented by Kevin Duncan and his publisher. It now contains over 40 books, 11 of them written by Kevin, Sarah and Rosie.

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.

Sales to date are around the 250,000 mark.

Ten years on, many of the Concise Advice series titles are now available in paperback



# Certified 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

The Duncan team is an interesting blend. Our experience spans four decades, with collective knowledge at the 100-year mark. Detailed sector experience is as diverse as hospitality, sustainability, media and mental health.

Cross-fertilizing this knowledge leads to interesting combinations. Using in-depth sustainability experience to inform new plant-based menus in hospitality. Using mental health knowledge to help people at any stage of their career. Using spatial thinking to enhance team performance.

**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 20 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.

**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 author of The Early Career Book, and co-author of The Excellence Book with Kevin. She is also on the Marketing Advisory Board for Help for Heroes.

**SHAUNAGH DUNCAN** is a sustainability professional with 10 years' experience in the creation, development, management and delivery of sustainability strategies across different sectors. She is currently working as Head of Sustainability for Europe & International Markets at Oatly. Shaunagh 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.





# The ACES System® for Individuals

The Aces System® is the organisational construct that draws all this work and learning together in one place. Here's how it works for individual skills assessment and microlearning. It is based on eight capability areas that most modern executives require to be fulfilled, effective and successful.

**Step One:**  
Five-minute audit (80 questions).

4→ I prefer action to just talking about things.\*

Description (optional)

1

2

3

4

5

Strongly disagreeStrongly agree

**Step Two:**  
Eight capability areas assessed.



**Step Three:**  
56 possible typologies.



- 5-minute online self-audit
- 56 different skills typologies
- 1 instant report
- 150+ pieces of built-in microlearning



**Step Four:**  
Top two strengths determines typology.

RESPONSIBLE

INVENTOR

Someone who cares about developing business in a sustainable way and is good at coming up with smart ideas to improve long-term issues.

Find out yours: [theACESsystem.com](https://theACESsystem.com)

5 minute online self-audit > 56 different skills typologies > 1 instant report > 150+ pieces of built-in microlearning

**Step Five:**  
Instant customised report, including 150+ pieces of built-in signposted self-development microlearning.

PERSUASIVE

STRATEGIST

Persuasive Strategist  
You are good at getting people to agree that your proposed strategic approach is right.

**WHAT NOW?**  
Work through the next 8 pages that provide detail on the attributes covered in your self-assessment.

Attitude	Action	Creativity	Communication
Efficiency	Empathy	Strategy	Sustainability

**YOUR BITE-SIZE LEARNING**  
Each section points you to bite-size improvement material enabling you to:

- **READ** a downloadable spread from one of our books (1-3 minutes)
- **LISTEN** to an audio clip (1-2 minutes)
- **ACCESS** bonus material (1-3 minutes)
- **LINK** to one-page summaries of related business books (2-3 minutes)

Total of 160 ways to improve your skills / No piece of content longer than 3 minutes  
Entire learning time 8 hours / You decide pace and frequency

ATTITUDE

These are your top three improvement areas in ATTITUDE. As a matter of priority, look at these. Click on READ, LISTEN, or LINK to access or download improvement material.

Score	Download Improvement Material (1-2 mins each)	LISTEN	READ
2	You Are What You Do	▶	PDF
2	Personal Focus	▶	PDF
2	How To Think Alone	▶	PDF

Here are the rest of your scores with more improvement material. The related reading panel bottom left takes you to one-page summaries of other books on the topic to widen your learning.

Score	Download Improvement Material (1-2 mins each)	LISTEN	READ
3	Establishing Endurance	▶	PDF
4	Tuning Fear Into Success	▶	PDF
4	Pausing To Think	▶	PDF
4	Effort Creates Opportunity	▶	PDF
4	Changing Your Routine	▶	PDF
5	Confess And Consult	▶	PDF
5	Keep The Best, Bin The Rest	▶	PDF

Other Related Book Summaries (2-3 mins each)	LINK	Bonus Material (1-2 mins each)	LISTEN	READ
Decisive, Heath & Heath	▶	Excellence Approach	▶	PDF
Drive, Pink	▶	Be An Essentialist	▶	PDF
Flow, Csikszentmihalyi	▶	No Permission Required	▶	PDF
Leaders Eat Last, Sinek	▶	Improving Your Attitude	▶	PDF
The E Myth Revisited, Gerber	▶	Letting Go Of Old Ways	▶	PDF

9. BE AN ESSENTIALIST

If it isn't a clear yes, then it's a clear no.

Instead of doing many things half-heartedly, do one or two things correctly.

It takes the same amount of energy, but is much more fulfilling.

Commit only on what is essential.

This concept works just as well for the things that we own. James Bevelton from Satisfaction explains how we are 'overwhelmed' with all the things that we have. It's not stuff that makes us happy. It's experience and experience. Clarity in the home is clarity in the mind. Make Bevelton's technique work. This is a practical one. If it doesn't do what it needs to do, it's not a practical one.

ASK YOURSELF  
Can you decide your job to working or giving away things that you no longer need?



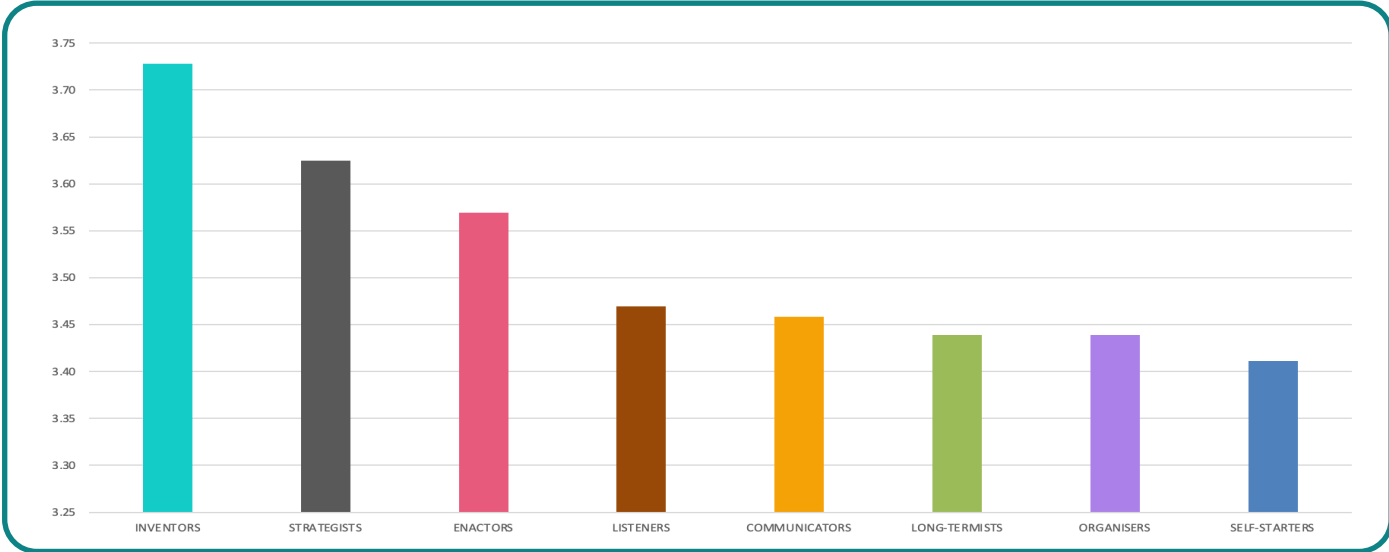
# The ACES System<sup>®</sup> for Companies



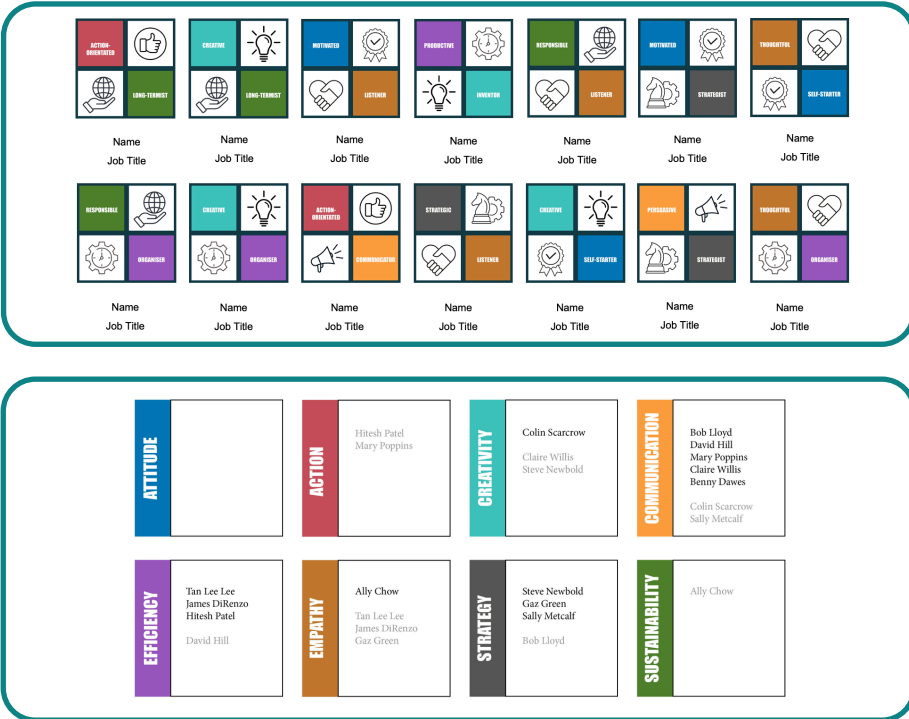
Companies can use The ACES System<sup>®</sup> to gain an immediate overview of the skills range of their staff, analyse current team strengths and weaknesses, identify skills gaps, provide immediate signposted learning and development support, and inform recruitment and training decisions.

Appraisals are transformed by the presence of quantifiable data, and results and progress achieved can be monitored four times faster than normal training assessment programmes.

### Step One: Immediate overview of company's skills range.

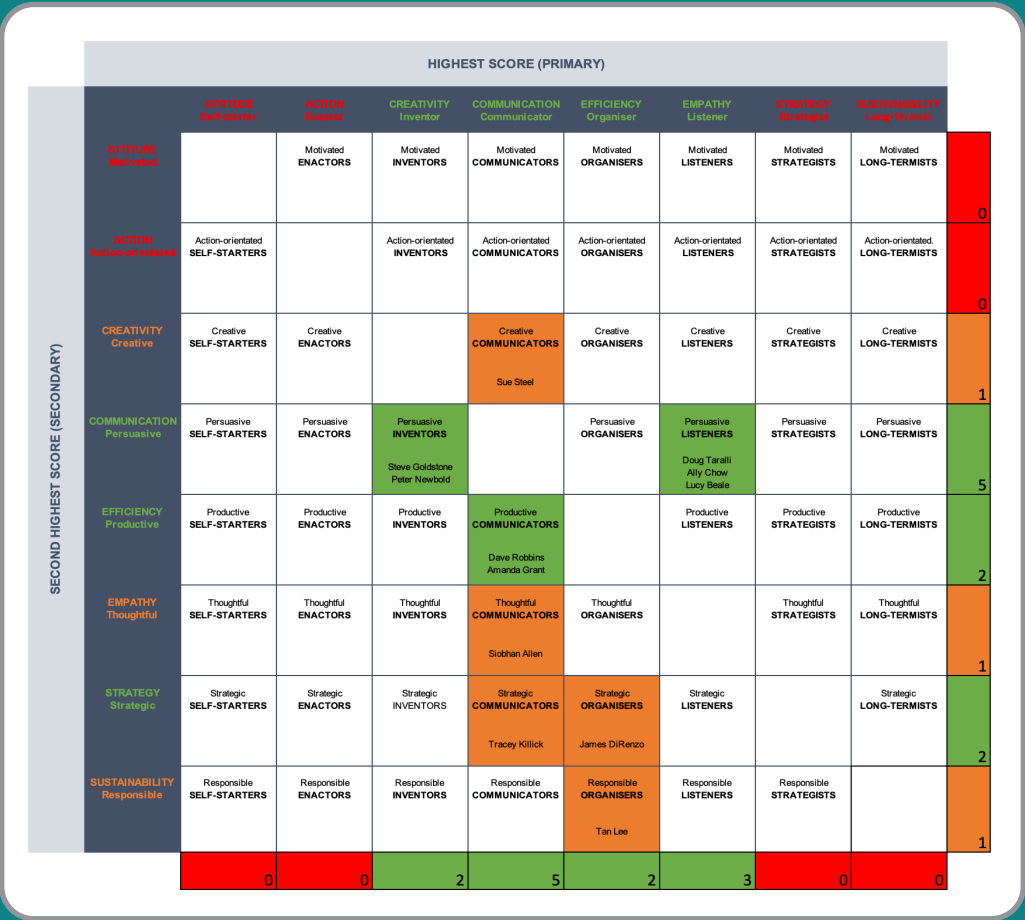


### Step Two: Typologies assessed by department or team.

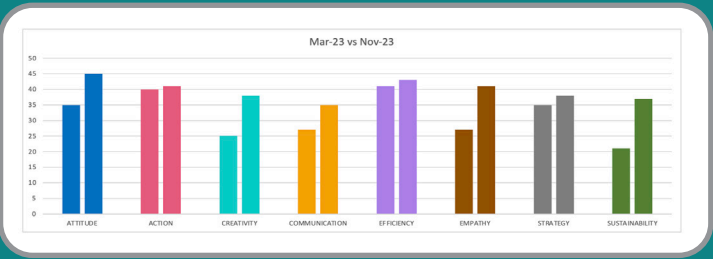
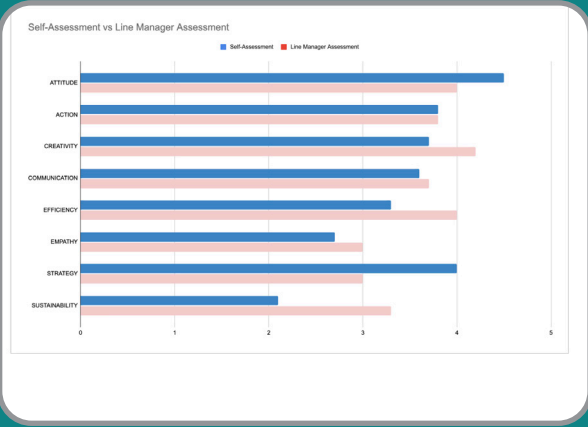


- Fast overview of company's skill sets
- Based on self-assessment, not psychometrics
- Full company report on strengths and gaps
- Built-in microlearning for all

### Step Three: Skills gaps identified, and strength in reserve revealed or exposed.



### Step Four: Appraisals transformed by quantifiable data, with results and progress achieved and monitored four times faster than normal training assessment.



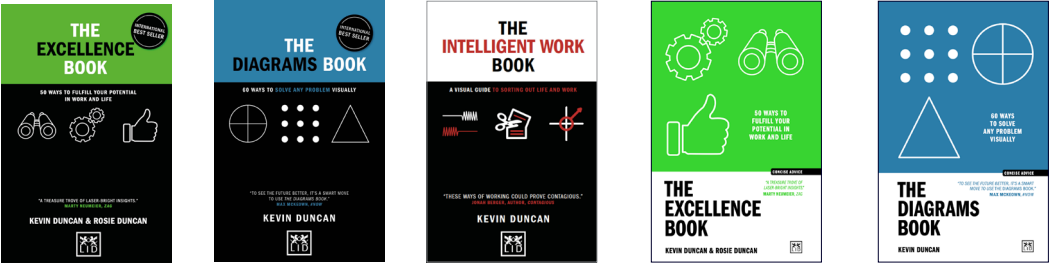


# Attitude



Provocations, techniques and wide-ranging material to help people build a more resilient approach and create a stronger team by increasing your proportion of resourceful **Self-Starters**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

TOP SELLER

### 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

CPD CERTIFIED  
The CPD Certification Service

### 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

TIME (fast)

COST (cheap)

IF

QUALITY (high)

CPD CERTIFIED  
The CPD Certification Service



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

# Action



Provocations, techniques and wide-ranging material to help people to get things done and create a stronger team by increasing your proportion of tenacious **Enactors**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

TOP SELLER

### 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

CPD CERTIFIED  
The CPD Certification Service

### 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

CPD CERTIFIED  
The CPD Certification Service



*"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



# Creativity



Provocations, techniques and wide-ranging material to generate intelligent and innovative ideas and create a stronger team by increasing your proportion of inspired **Inventors**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

TOP SELLER

### Creative Idea Generation

How to run brainstorms 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



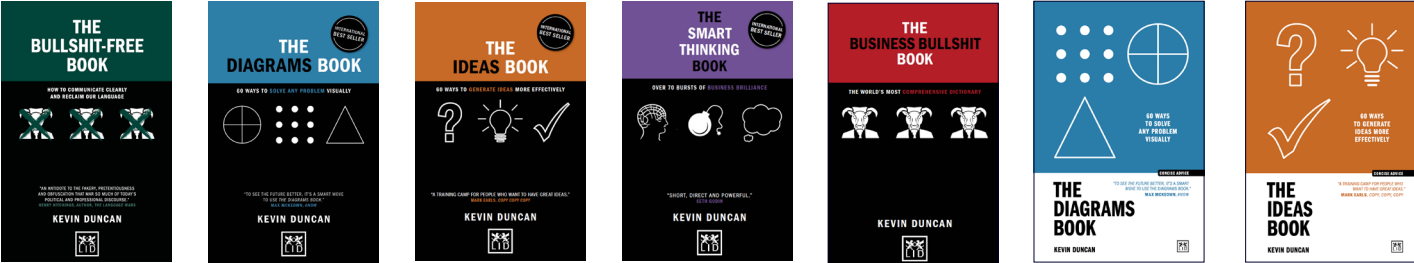
“Kevin’s bite-size techniques are practical and immediate, unlocking the creativity that lies within.”  
Paul Davies, BBC Director of Marketing & Audiences

# Communication



Provocations, techniques and wide-ranging material to help people master the art of clear and persuasive communication and create a stronger team by increasing your proportion of confident **Communicators**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

TOP SELLER

### 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



“Just the right amount of guidance in creating valuable and, most importantly, action-orientated strategies.”  
Richard Morris, CEO, UK & EMEA, IPG Mediabrands

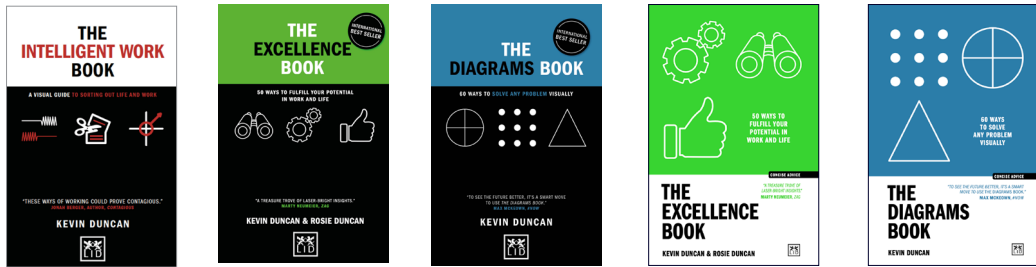


# Efficiency



Provocations, techniques and wide-ranging material to help people find the shortest, fastest route to the best course of action and create a stronger team by increasing your proportion of diligent **Organisers**.

### ASSOCIATED BOOKS



### 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

**CPD CERTIFIED**  
The CPD Certification Service

# Empathy



Provocations, techniques and wide-ranging material to help people approach interactions in the most emotionally intelligent way and create a stronger team by increasing your proportion of sympathetic **Listeners**.

### ASSOCIATED BOOKS



### SIGNATURE TRAINING

#### 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?

PRO-PEOPLE	PRO-PLANET	PRO-PROFIT
MORAL PURPOSE		FINANCIAL GOALS
<b>SOCIAL RESPONSIBILITY</b> The quality of being honest, having strong moral principles, and caring for employees, customers and society.	<b>ENVIRONMENTAL RESPONSIBILITY</b> Avoiding the depletion of natural resources.	<b>ECONOMIC RESPONSIBILITY</b> The ability to produce a profit.

#### 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

**CPD CERTIFIED**  
The CPD Certification Service



*“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



*“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

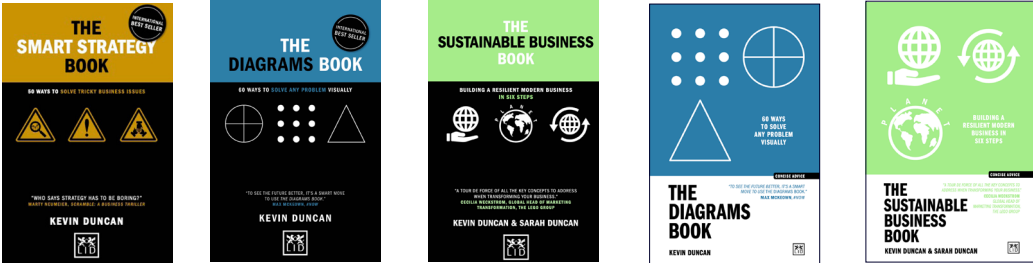


# Strategy



Provocations, techniques and wide-ranging material to help replace short-term tactical thinking with more mature approaches and create a stronger team by increasing your proportion of thoughtful **Strategists**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

TOP SELLER

### 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

TOP SELLER

### 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

OVERARCHING THOUGHT (THE STRATEGY)

EXAMPLES AND PROOF (TACTICS)

TACTIC 1

TACTIC 2

TACTIC 3

TACTIC 4

J F M A M J J A S O N D



# Sustainability



Provocations, techniques and wide-ranging material to encourage integrity and responsibility in all business decisions and create a stronger team by increasing your proportion of measured **Long-termists**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

### It's Everybody's Business

Senior Leadership - Business Transformation

Making sustainability everyone's business is a challenge - that starts from the top. This workshop is aimed at senior leadership teams and decision makers - working through the commercial and moral imperatives for supporting a sustainability agenda, including both the future risks and opportunities.

It concentrates on ensuring everyone takes accountability for the company's sustainability goals and ambitions. The outcome being to establish firm commitment from all participants to take individual responsibility for 'one big initiative' in their department or business function.

TOP SELLER

### Stop, Think, Challenge

Employee Engagement - Behavioural Change

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 finance, 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. Aligned with the United Nations Sustainable Development Goals

Is there a more CHARITABLE way of doing this?

Is there a less WASTEFUL way of doing this?

Is there a kinder way of doing this?

Is there a more INSPIRING + EDUCATIONAL way of doing this?

Is there a more INCLUSIVE way of doing this?

Is there a more WATER EFFICIENT way of doing this?

Is there a more ENERGY EFFICIENT way of doing this?

Is there a more THOUGHTFUL + STRATEGIC way of doing this?

Is there a more INNOVATIVE way of doing this?



“Kevin has an uncanny ability to make the complex seem simple. This booked is packed with immediately useful advice.”

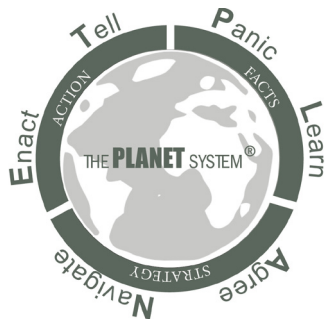
Graeme Adams, Head of Media, BT Group

“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 as the method behind 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.



## 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.

Based on content from  
The Sustainable Business Book.

Get an ESG snapshot like this,  
delivered to your email in minutes.

**SNAPSHOT**

E		S		G		TOTAL
ENVIRONMENTAL IMPACT SCOPE 1+2	ENVIRONMENTAL IMPACT SCOPE 3	SOCIAL IMPACT EMPLOYEES	SOCIAL IMPACT CUSTOMERS	SOCIAL IMPACT COMMUNITIES	GOVERNANCE	
TIME TO GET STARTED	ON THE RIGHT TRACK	ON THE RIGHT TRACK	ON THE RIGHT TRACK	LOTS TO WORK ON	ROOM FOR IMPROVEMENT	ROOM FOR IMPROVEMENT
0 / 5	3 / 5	3 / 5	3 / 5	1 / 5	2 / 5	12 / 30

**ROOM FOR IMPROVEMENT**

12 / 30

[sustainablebusinessbook.com](https://sustainablebusinessbook.com)

The PLANET System® is a registered UK trademark of Expert Advice Limited and held at the Intellectual Property Office in the United Kingdom. Trade Mark No: UK 00003781373.

## PLANET LEARN

This is for you if you want to learn a bit more about Sustainability (or ESG) before diving in to a self-audit. You will receive physical copies of both The Sustainable Business Book and The Ethical Business Book, plus get selected access to the PLANET platform including over 100 downloadable factsheets and educational content.

This is your LEARNING hub, giving you immediate access to Educational PDFs.

EDUCATIONAL PDFs	DOWNLOAD EDUCATIONAL PDF
An Introduction to Sustainability + ESG	FROM CSR to ESG
A-Z of Useful Terms	A-Z OF HELPFUL TERMS PDF
The United Nations Sustainability Goals (SDGs)	SUSTAINABLE DEVELOPMENT GOALS
Greenwashing Alert	GREENWASHING ALERT PDF
Minimum Effort, Maximum Impact Matrix	MINIMUM EFFORT, MAXIMUM IMPACT

You can use the **CURRENT STATUS** field to help you find the material that is most relevant to help you progress on your ESG journey.

ENVIRONMENTAL IMPACT - SCOPE 1+2	CURRENT STATUS	DOWNLOAD EDUCATIONAL PDF
1 Define and start calculating our greenhouse gas (GHG) emissions	No	GHG EMISSIONS PDF
2 Obtain baseline Scope 1 and 2 emissions data from the last 2 years	No	SCOPE 1+2 EMISSIONS PDF
3 Establish a carbon reduction programme relating to Scope 1+2 - either with a third party or internally	No	SCOPE 1+2 EMISSION REDUCTION PDF
4 Switch to a green energy supplier throughout the business operations	No	RENEWABLE ENERGY PDF
5 Establish written energy efficiency policies	No	ENERGY EFFICIENCY PDF
6 Switch to energy-efficient lighting systems throughout the business operations (ie. LEDs, sensors)	No	ENERGY-EFFICIENT LIGHTING PDF
7 Switch to energy-efficient heating/air-conditioning systems throughout the business operations	No	ENERGY-EFFICIENT HEATING/AIR-CONDITIONING PDF
8 Review ownership of company vehicles	No	COMPANY OWNED VEHICLES PDF
9 Carbon offset our business activities from last 2 years relating to Scope 1+2	No	CARBON OFFSETTING SCOPE 1+2 PDF
10 Investigate options for supporting reforestation, rewilding or other carbon capture/biodiversity projects	No	REFORESTATION PDF

**Obtain baseline Scope 1 + 2 emissions data from the last 2 years**

Source: *The Sustainable Business Book*

You can't manage what you don't measure. You can have the best of intentions, but unless you establish a proper baseline of what your company does today, you will be unable to show progress towards your sustainability goals.

The first place to start is your Scope 1 + 2 emissions. The GHG (greenhouse gas) Protocol Corporate Standard classifies a company's GHG emissions into three 'scopes'. The first two are:

- Scope 1: **Direct emissions from the generation/purchase of energy** (e.g. gas for heating and cooking, and fuel used in company-owned vehicles).
- Scope 2: **Indirect emissions from the generation/purchase of energy** (e.g. purchased electricity).

It should be fairly straightforward finding out your Scope 1 + 2 emissions. Gather together electricity, gas and company car fuel bills and use a carbon calculator (such as [www.carbontrust.com/resources/carbon-calculator](https://www.carbontrust.com/resources/carbon-calculator)) to calculate your CO2e (carbon dioxide equivalent). Then you will have a baseline to work from.

**Establish a written water efficiency policy**

Source: *The Ethical Business Book*

Each person, on average, uses 150 litres of water per day. If everyone in the UK adopted more water saving habits, this could easily be reduced to 100 litres per day. Businesses can play a big part. Here are some tips:

- LOOK OUT FOR WATER LEAKS**  
We lose three billion litres of water a day in England and Wales due to water leaks.
- METALL DUAL-FLUSH TOILETS**  
Toilets represent over 10% of water usage in the workplace. If your building is open to the public, this can be the most water-intensive. Dual flush toilets use six litres on full flush, which is less than half of a normal toilet.
- METALL EFFICIENT TAPS**  
Males used at your front desk are an easy win. Also, you can buy aerators - these speed the stream of water coming out of your tap into tiny droplets. This will prevent splashing and save water.
- FILL THE DRAINER**  
Always make a full set of dishes to get maximum water efficiency. If possible, change to a water efficient dishwasher. It uses the minimal amount of water necessary to clean and rinse.
- ENCOURAGE SHORT SHOWER**  
If your workplace has showers, remind the staff that spending over five minutes in a Power Shower can use more water than taking a bath.
- DON'T WASTE DRINKING WATER**  
The consumption of readily available water, such as drink at least one litre of water each day (about six glasses). Many people waste water by filling the tap too fast before filling up their glass. So keep glass of water in the fridge or install a water fountain that serves ice-cold drinking water straight away.

**Establish options for offsetting your business activities in the last 2 years relating to Scope 3**

Source: *The Sustainable Business Book*

This is a highly complex area, but in short, there will probably be emissions that cannot be reduced or offset. So, to meet Net Zero, these unavoidable emissions need to be compensated for through investing in equivalent 'strong' external programmes.

For example, for every ton of unavoidable CO2e produced by a company's business operations, they can fund offset projects to reduce the amount of CO2e in the atmosphere. Common carbon reduction projects include reforestation, renewable energy, energy efficiency, or more efficient energy projects.

A word of caution though. From a commercial perspective, if a company sells heavily on financing through a bank, it will probably be asked to provide a carbon reduction strategy. The amount of a company's carbon footprint is a key factor in the bank's decision to lend. If you are an environmental manager, offsetting can be viewed as a means of managing the bank's risk. If you are an environmental manager, offsetting can be viewed as a means of managing the bank's risk.

To ensure that you are offsetting with integrity, always consider the following:

- Good carbon offsets must always be:**
  - Real:** Has the emissions reduction actually happened? To practice this means carbon credits are issued and the emissions reduction has been paid for. It is the 'transfer' of a bank's emissions reduction.
  - Measurable:** Carbon credits must be quantifiable using recognized measurement tools, such as a carbon calculator.
  - Permanent:** To practice this means that carbon credits represent emissions reductions for at least 100 years.
  - Additionality:** Can the project demonstrate that the reduction in emissions could not have been achieved otherwise for these companies to implement, and that their own business operations would not have been able to offset the emissions?
  - Independently verified:** Emission reductions should be verified by an independent third party.
  - Transparent:** The project should be transparent and the company should be able to provide evidence of the project's impact.

Carbon credits are stored and recorded on an independent registry, which ensures no double counting.

**Introduce minimum 'real' living wage for all employees**

Source: *Living Wage Foundation*

In April 2020 the government introduced a higher minimum wage rate for all staff over 25 years old (known as the 'Real Living Wage' - read <https://www.livingwage.org/>).

However, this wage is not calculated according to what employees and their families need to live. The Real Living Wage rate is higher because they are independently calculated based on what people need to live. That's why we encourage all employers that we speak to to ensure that their employees earn a wage that meets the costs of living, not just the government minimum.

THE MINIMUM WAGE	NATIONAL LIVING WAGE	REAL LIVING WAGE
What is it? £9.50 per hour	What is it? £10.44 per hour	What is it? £11.44 per hour
How is it set? By the government	How is it set? By the government	How is it set? By the government
What age group is covered? All ages	What age group is covered? All ages	What age group is covered? All ages
How is it set? By the government	How is it set? By the government	How is it set? By the government
How is it set? By the government	How is it set? By the government	How is it set? By the government

**Create a customer survey to establish their views and concerns regarding environmental and societal issues**

Source: *The Smart Thinking Book*

You cannot manage what you don't measure. You may think your product or service is wonderful, but the only way to be sure is to ask your customers. It is not easier than ever to get up online customer feedback mechanisms.

We look to our peers and customers to guide our purchasing, not the advertising only - an advertising campaign is a one-way conversation. We need to know what our customers think. It is important to include stakeholders, such as suppliers, in the process. This will ensure that the company is not just a one-way conversation, but a two-way conversation. This will ensure that the company is not just a one-way conversation, but a two-way conversation.

If you have a social media presence, expect to be used by customers (usually when things go wrong). This needs to be online and monitored - with your statements about how long it takes to get a response to a customer complaint (if you are unable to respond 24/7).

Customers are not always a bad thing. It's how you deal with them that matters, and this is where the concept of service recovery comes in.

Service is an act of help or assistance. To be service is to be attentive in attitude or behaviour, to assist someone. Service recovery is the act of helping someone who has a problem. It is the act of helping someone who has a problem. It is the act of helping someone who has a problem.

An important role of a conscientious business is to understand and reflect the changing views and values of their customers - particularly with the rise in conscious consumerism. Progress is made by listening to the general and using their feedback to improve products and services that reflect their values and environmental concerns.

But it's not just about customer views. You need to be aware of the wider context. Customers may well be understanding how many of their customers are only just starting to feel concerned by the advertising industry. The advertising industry is a multi-billion pound industry. It is a multi-billion pound industry. It is a multi-billion pound industry.

But more cannot be expected under the current - it needs immediate attention. So you need a service recovery strategy to help it in the future and solve problems immediately. It's not as simple as it sounds. It's not as simple as it sounds. It's not as simple as it sounds.

Many brands feel themselves that everything will be fine or that their service is good. It may not be. Start by asking if there are any issues in some body movements, especially those for what they are likely to be, and put in place an appropriate service recovery process.

Understand the range of processes that the customer may be using. If you are a customer, what's happening, does the right method of communicating, and doesn't present things that you can't follow. Manage their expectations in a simple and realistic manner. Don't be a passive role, and you may have stronger customer loyalty as a result.

**Establish official customer feedback and complaints mechanisms**

Source: *The Smart Thinking Book*

You cannot manage what you don't measure. You may think your product or service is wonderful, but the only way to be sure is to ask your customers. It is not easier than ever to get up online customer feedback mechanisms.

We look to our peers and customers to guide our purchasing, not the advertising only - an advertising campaign is a one-way conversation. We need to know what our customers think. It is important to include stakeholders, such as suppliers, in the process. This will ensure that the company is not just a one-way conversation, but a two-way conversation. This will ensure that the company is not just a one-way conversation, but a two-way conversation.

If you have a social media presence, expect to be used by customers (usually when things go wrong). This needs to be online and monitored - with your statements about how long it takes to get a response to a customer complaint (if you are unable to respond 24/7).

Customers are not always a bad thing. It's how you deal with them that matters, and this is where the concept of service recovery comes in.

Service is an act of help or assistance. To be service is to be attentive in attitude or behaviour, to assist someone. Service recovery is the act of helping someone who has a problem. It is the act of helping someone who has a problem. It is the act of helping someone who has a problem.

An important role of a conscientious business is to understand and reflect the changing views and values of their customers - particularly with the rise in conscious consumerism. Progress is made by listening to the general and using their feedback to improve products and services that reflect their values and environmental concerns.

But it's not just about customer views. You need to be aware of the wider context. Customers may well be understanding how many of their customers are only just starting to feel concerned by the advertising industry. The advertising industry is a multi-billion pound industry. It is a multi-billion pound industry. It is a multi-billion pound industry.

But more cannot be expected under the current - it needs immediate attention. So you need a service recovery strategy to help it in the future and solve problems immediately. It's not as simple as it sounds. It's not as simple as it sounds. It's not as simple as it sounds.

Many brands feel themselves that everything will be fine or that their service is good. It may not be. Start by asking if there are any issues in some body movements, especially those for what they are likely to be, and put in place an appropriate service recovery process.

Understand the range of processes that the customer may be using. If you are a customer, what's happening, does the right method of communicating, and doesn't present things that you can't follow. Manage their expectations in a simple and realistic manner. Don't be a passive role, and you may have stronger customer loyalty as a result.

**Agree at board level a percentage of company profit or revenue to commit to charity annually**

Source: *The Ethical Business Book*

The way that companies deal with charity giving depends on their overall strategy.

Corporate Social Responsibility (CSR), the precursor to ESG (Environmental, Social, Governance), focused on a company generating its profits without too much concern for the wider world. It is a precursor to ESG. It is a precursor to ESG. It is a precursor to ESG.

If you really want to make progress and contribute to the world of your business and society, a focus for good, you may wish to consider becoming a Certified B Corporation. This is a certification that the company is a socially responsible business. It is a certification that the company is a socially responsible business. It is a certification that the company is a socially responsible business.

Modern businesses promote responsible behaviour as an opportunity to generate profits while at the same time being to the benefit of society. Rather than simply doing good, they work with stakeholders to understand their interests and expectations. Ethical and sustainable behaviour for these companies is integral, and built into their core business.

Traditional CSR is now regarded as the old way - making a profit and then doing something charitable afterwards.

The new way builds purpose into the company at the beginning of the financial year, not the end.

Charities and companies are now contributing to a set of 17 UN goals, time, money, or product per year. Businesses supporting and promoting the approach include:

UNICEF, the UN World Food Programme, the UN World Health Organisation, the UN World Bank, the UN World Environment Programme, the UN World Tourism Organisation, the UN World Intellectual Property Organisation, the UN World Trade Organisation, the UN World Economic Forum, the UN World Economic Forum, the UN World Economic Forum.

But more cannot be expected under the current - it needs immediate attention. So you need a service recovery strategy to help it in the future and solve problems immediately. It's not as simple as it sounds. It's not as simple as it sounds. It's not as simple as it sounds.

Many brands feel themselves that everything will be fine or that their service is good. It may not be. Start by asking if there are any issues in some body movements, especially those for what they are likely to be, and put in place an appropriate service recovery process.

Understand the range of processes that the customer may be using. If you are a customer, what's happening, does the right method of communicating, and doesn't present things that you can't follow. Manage their expectations in a simple and realistic manner. Don't be a passive role, and you may have stronger customer loyalty as a result.

**Consider third party options for ESG accreditation**

Source: *The Sustainable Business Book*

Most businesses are now realising that they need to be more sustainable, and it needs to be able to prove it.

At the heart of ESG is the recognition that doing good and making money are not incompatible. But the heart of ESG is the recognition that doing good and making money are not incompatible. But the heart of ESG is the recognition that doing good and making money are not incompatible.

If you really want to make progress and contribute to the world of your business and society, a focus for good, you may wish to consider becoming a Certified B Corporation. This is a certification that the company is a socially responsible business. It is a certification that the company is a socially responsible business. It is a certification that the company is a socially responsible business.

Modern businesses promote responsible behaviour as an opportunity to generate profits while at the same time being to the benefit of society. Rather than simply doing good, they work with stakeholders to understand their interests and expectations. Ethical and sustainable behaviour for these companies is integral, and built into their core business.

Traditional CSR is now regarded as the old way - making a profit and then doing something charitable afterwards.

The new way builds purpose into the company at the beginning of the financial year, not the end.

Charities and companies are now contributing to a set of 17 UN goals, time, money, or product per year. Businesses supporting and promoting the approach include:

UNICEF, the UN World Food Programme, the UN World Health Organisation, the UN World Bank, the UN World Environment Programme, the UN World Tourism Organisation, the UN World Intellectual Property Organisation, the UN World Trade Organisation, the UN World Economic Forum, the UN World Economic Forum, the UN World Economic Forum.

But more cannot be expected under the current - it needs immediate attention. So you need a service recovery strategy to help it in the future and solve problems immediately. It's not as simple as it sounds. It's not as simple as it sounds. It's not as simple as it sounds.

Many brands feel themselves that everything will be fine or that their service is good. It may not be. Start by asking if there are any issues in some body movements, especially those for what they are likely to be, and put in place an appropriate service recovery process.

Understand the range of processes that the customer may be using. If you are a customer, what's happening, does the right method of communicating, and doesn't present things that you can't follow. Manage their expectations in a simple and realistic manner. Don't be a passive role, and you may have stronger customer loyalty as a result.

For full details of all The PLANET System® products, visit: [ThePlanetSystem.com](https://ThePlanetSystem.com).



All of The PLANET System® products are designed to help organisations self reflect on their current status and move to action.

Here's how it works.

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

# The PLANET PRO System® Instructions

This is your personalized PLANET PRO System Spreadsheet

COMPANY NAME:

Welcome to our personalized PLANET SYSTEM Spreadsheet.

Please stands for Paris, Leen, Aaron, Hangees, Ennet, Tael, Hiena how it works.

**PANIC**

The results of your ESG Audit are shown in the **PANIC** tab. You can also update your progress based on subsequent actions and initiatives.

**LEARN:**

You will see various ESG LEARN Matrix outlined across the spreadsheet where you can access immediate educational information, but all of these Educational Pedia's listed below will be found in the **LEARN** tab.

**AGREE:**

The self and flow answers your own current status will be automatically updated by your implementation plan in the **AGREE** tab. This is where you can write plans to do and then move them, discuss action items with colleagues, and start implementing a full answer plan.

**NAVIGATE:**

To help guide you a little more, some of your implementation features are carried over into the **NAVIGATE** tab.

**ENACT:**

Finally, really gets down without proper implementation. We can't force you to do anything, but you can find tips and prescriptions to help galvanize action via the **ENACT** tab.

**TELL:**

Your final responses will be automatically updated by the **TELL** tab. This is where you can start collating all the good stuff you are doing and being building a framework for your impact report.

**DASHBOARD**

The Dashboard will continue your ESG Dashboard and continue your progress and your current status.

**PANIC**

The PANIC tab contains the ESG Audit assessment, and you can update your progress.

**LEARN**

The LEARN tab contains links to additional educational content.

**AGREE**

The AGREE tab contains your implementation plan spreadsheet.

**NAVIGATE**

The NAVIGATE tab contains additional notes to help structure your journey.

**ENACT**

The ENACT tab contains direct prescriptions to discuss performance and your implementation and your colleagues to follow.

**TELL**

The TELL tab contains your impact Reporting framework.

The PLANET System is a registered trademark of Planet Advice Limited and held of the environmental Property Office in the United Kingdom's Intellectual Property Office (IPO) and is a registered trademark of the Sustainable Business Bank.

**SUSTAINABLE BUSINESS BANK**

**Figure 1: Comparison of current and original audit results**

**Legend:**

- Yes (Green)
- No (Red)
- Don't Know (Orange)

**Bar Charts:**

- Current Status:**
  - Yes: 7
  - No: 41
  - Don't Know: 6
- Original Audit:**
  - Yes: 7
  - No: 45
  - Don't Know: 7

**Pie Charts (Comparison of Current and Original Audit Results):**

Category	Current Audit (Yes/No/Don't Know)	Original Audit (Yes/No/Don't Know)
ENVIRONMENTAL - SCOPES 1+2	2/4/1	2/6/1
ENVIRONMENTAL - SCOPE 3	1/9/0	2/11/0
SOCIAL - EMPLOYEES	2/5/4	2/5/4
SOCIAL - CUSTOMERS	1/9/0	1/9/0
SOCIAL - COMMUNITY	1/9/0	1/9/0
GOVERNANCE	1/8/0	1/8/0


[illegible][illegible]

## 4. PERSPECTIVES


### ZOOM IN, ZOOM OUT

Modern business curves with a light-to-dark tone. It is easy with the grid lines and the detail at the same time. This is a layout for business letters.


On one hand, they are concerned with the visual impact. Division of a narrow space into the clear, here are immediately drawn into the



The way is to look in a zoom in and out, all the way to the bottom of the page. The zoom in and out, all the way to the bottom of the page. The zoom in and out, all the way to the bottom of the page.



As in many traditional businesses, a successful manager may find it difficult to keep a balance. A small effort is a new, with a profile more like a business card.



**TWO SIDES**  
Constantly monitoring both big and small issues.

**THIS DOESN'T**  
Only thinking big, or only concentrating on detail.

**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 use it in your internal and external impact reporting.

## The PLANET System™ TEL

Your Impact Reporting Framework

**COMPANY NAME:**

You current Yes responses have been automatically uploaded to the framework today. They have been converted from the initial questions into the beginning of statements for you to complete, with as much additional detail as possible. This is where you can start collating all the good stuff you are doing and begin building a communications framework for an initial **SUSTAINABILITY & ESG STATEMENT** (or your website or company update) using The PLANET System's (work in progress) stamp.

As your actions build up, you can start thinking about a full impact Report. The top four fields are designed to help you tell the story for this report. You can share this with the members of the Board, HR & Marketing to start communicating your ESG journey to all stakeholders with integrity. You will also see some additional headings, that can help with the flow and design of your report. For some additional forward inspiration, click on the **IMPACT REPORT DESIGN TEMPLATE**.

**WARNING:** Before sharing or including any data in a report, double check all of your claims to ensure no Greenwashing. To help, download this **GREENWASHING ALERT CHECKLIST**.

**WHAT'S DRIVING THIS?**

A personal statement from the CEO. Why we are doing this. How we plan to change (be good).

**OUR SUSTAINABILITY JOURNEY**

A brief overview of your journey so far and your long-term strategy.

**OUR TOP 10 COMMITMENTS**

Our top 10 commitments and initiatives.

**SUSTAINABLE DEVELOPMENT GOALS**

A paragraph about how our strategy is aligned with global goals?

ENVIRONMENTAL IMPACT - SCOPE 1+2	Details	Carbon Footprint tCO <sub>2</sub> e	Internal or External Control
<b>MEASURING OUR CARBON IMPACT</b> <b>REDUCING OUR IMPACT</b>		Primary CO <sub>2</sub> Aligned	On-site CO <sub>2</sub> Aligned
	ADD DETAILS		Off-site CO <sub>2</sub> Aligned
	NET MEASURED		
	ADD DETAILS... what? WHEREIN BASED ON WHAT? VALUAT		
	ADD DETAILS... one tree planted = 10 tons per day		

We are using The **PLANET System**®  
to help author our ESG Strategy

© Planet System Ltd 2023. All rights reserved. Planet System is a registered trademark of Planet System Ltd.

**SUSTAINABILITY & ESG STATEMENT TEMPLATES FOR WEBSITE / COMPANY REPORTS**

**IMPACT REPORT DESIGN TEMPLATE**

**GREENWASHING ALERT CHECKLIST**

LOOSE MODE	LEARN MORE	LEARN MORE
11 Clicks Here	11 Clicks Here	11 Clicks Here
11 Clicks Here	11 Clicks Here	11 Clicks Here

The Planet System logo consists of a central globe with the text "THE PLANET SYSTEM" overlaid. Surrounding the globe is a circular path with eight segments, each containing a word: ENACT, WORK, TELL, PANIC, IN, LEARN, AGREE, and PROGRESS. The words are arranged in a clockwise cycle around the globe.



# Consultancy and Mentoring

## CONSULTANCY

### To help businesses develop in the right way.

With over 100 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.

#### Example projects include:

- Designing an effective leadership team.
- Advisory board, NED and company growth.
- Strategic advice on brands and projects.
- Working through an accreditation application.
- Interim sustainability leadership.

## FACILITATION

### To provide guidance to groups.

Deep experience + firm direction = progress.

- Strong facilitation encourages balance and diversity.
- Control outspoken senior executives and encourage deeper contribution from more softly spoken participants.
- Ensures collective, decisive and tangible outcomes.

## SENIOR LEADERSHIP MENTORING

### To pass on experience.

Strategy, clarity, personal direction, company direction.

- How to gain respect.
- How to manage upwards, downwards and sideways.
- How to get promoted.

## PERSONAL MENTORING

### To provide career guidance and personal direction.

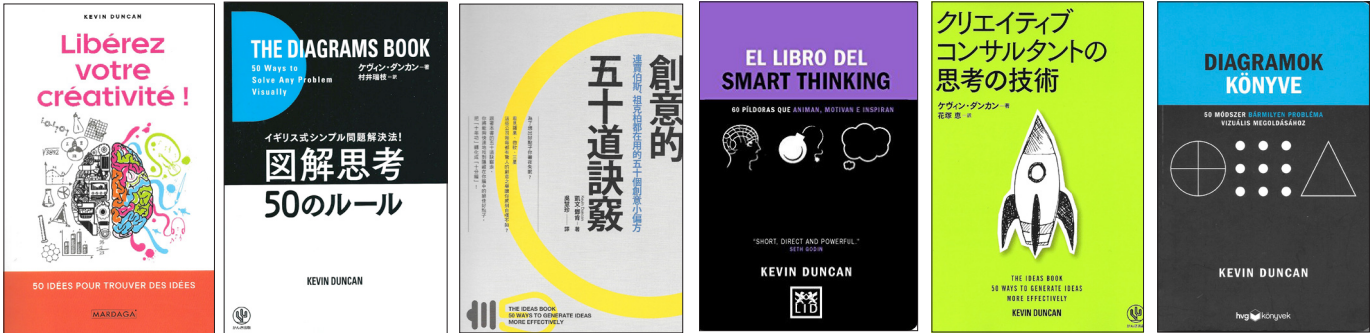
Practical career advice to help personal development.

- How to navigate your early career.
- How to set appropriate boundaries.
- How to deal with difficult bosses.
- How to get promoted.

# International Experience

## 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.





# Early Careers and Students

## 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](http://expertadvice.freshlearn.com).

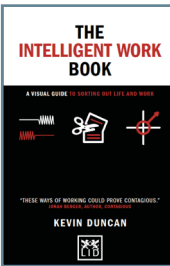
These cover the basics that most businesspeople need and are offered for free.

- Smart Business Strategy
- Smart Business Thinking
- Smart Idea Generation (Innovation)
- Ethical Business Leadership
- Intelligent Ways of Working
- Market Your Brand For Free(ish)
- Smart Bullshit-Free Communication

Those learning or just starting will benefit hugely from:

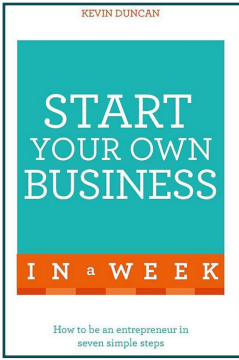
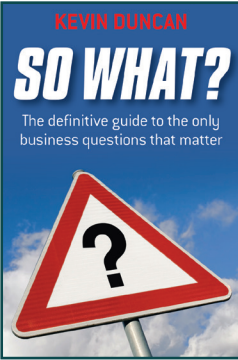
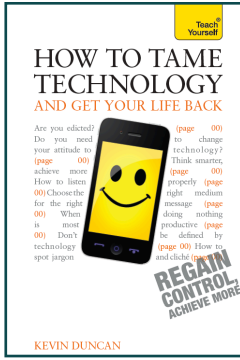
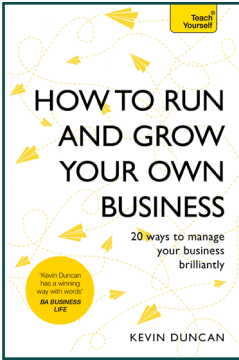
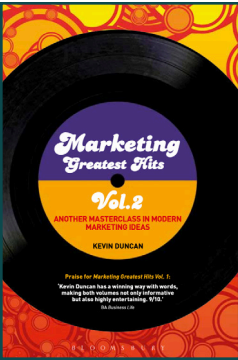
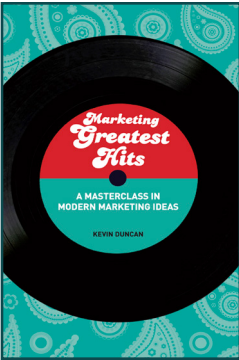
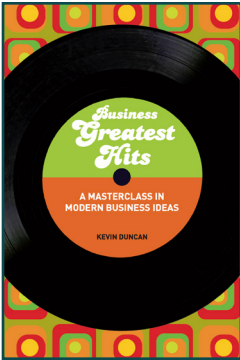
- The Excellence Book (confidence and good mental health)
- The Intelligent Work Book (personal organization and good working practices)
- The Early Career Book (personal orientation and company navigation)

Whatever stage you are at, if you are struggling with anything, get in touch and we will try to help.



# Business Start-Ups

We have written a lot of books over 20 years with a range of publishers. Kevin's books on start-ups have sold over 50,000 copies and helped countless businesses. Other topics include condensed learning from the best business writing, effective working practices, how to question business approaches intelligently, and how to tame your technology. If you have particular circumstances that are not covered by the Concise Advice series, you may find something specific here.



## SME TOOLKIT

We have always loved working with SMEs, start-ups, incubators, and fast growth businesses – where there is loads of passion and drive, but not the high level of resources available to the big guys. So back in 2015, we put together a range of tools and exercises that anyone can download for free. Basically everything you need to focus and align your product, people, brand and marketing strategies. To access, visit: [sleepingliononline.com/smetoolkit](http://sleepingliononline.com/smetoolkit).



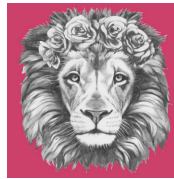
MARKETING



BRANDING



SALES



PRODUCTIVITY



PEOPLE



# Clients and Partners

We are proud to work with or for companies such as these.



*“Short, direct and powerful.”*  
Seth Godin



expertadviceonline.com  
kevinduncanexpertadvice@gmail.com  
07979 808770

thePLANETsystem.com  
sarah@sleepinglion.co.uk  
07904 437119

zansproductive.com  
rosieleeduncan@hotmail.com  
07718 747085

**Certified**



**Corporation**