

Certified



Corporation

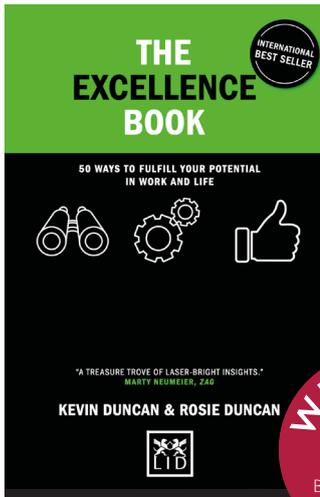


# TRAINING 2024



Expert Advice  
Sleeping Lion  
CREATE. EDUCATE. DONATE.

# Being Your Best Business Self



The Excellence Book is a very popular source of inspiration that 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 even your timing. It is highly motivational for the individual, improving mental health and productivity.

The 5th anniversary edition features new material for a new generation provided by Rosie Duncan.

## EXAMPLE CONTENT

### ATTITUDE

- Disenthrall yourself
- You are what you do
- Cultivate a feisty spirit

### APPROACH

- Effort creates opportunity
- Keep the best, bin the rest
- Try everything once

### TIMING

- The future is behind you
- Precrastination
- Don't waste a crisis

### QUESTIONS

- What's it all for?
- Would it help?
- What is enough?

### DECISIONS

- The unknown unknowns
- No permission required
- Strong opinions lightly held

## SUMMARY

At the heart of this training are the personal pledges that attendees are encouraged to make. Typically, they will all find 5-10 provocations that stimulate them to change their attitude or approach to life and work. Mental health has never been more important, and these suggestions can help.

## OUTCOME

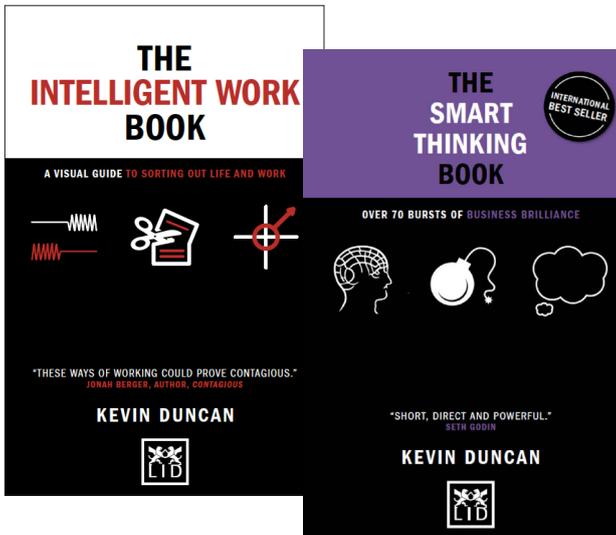
This course is a reassuring and thoughtful guide to improving attitude, approach and decision-making. Communal bonding is a helpful side effect, as colleagues share their experiences and find that others experience similar challenges to them.

## SAMPLE SOURCE MATERIAL

#Now - Max McKeown  
 Playing to Win - Lafley & Martin  
 The Stupidity Paradox - Alvesson & Spicer  
 Conflicted - Ian Leslie  
 Effortless - Greg McKeown  
 The Intelligence Trap - David Robson

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

# Smart Negotiation Skills



This blended course highlights the vital importance of clarity in business and negotiation. Offset by the imprecision and vagueness of much business language, it tutors attendees in the art of negotiation. This prevents them from giving away margin unnecessarily, or conceding unrealistic timings.

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

## EXAMPLE CONTENT

### HOW TO GET WHAT YOU WANT ON YOUR TERMS

- The bargaining arena
- Negotiating styles
- The importance of clear language

### THE 8 STEPS

- Preparing & Arguing
- Signalling & Proposing
- Packaging & Bargaining
- Closing & Agreeing

### CRUCIAL SKILLS

- Decision making criteria
- Barriers to purchase
- Your most powerful word: If
- Assertive listening

### NEGOTIATION EXERCISES

- Three teams
- Each plays role of their own company, then client, then observer
- Each side receives slightly different information on the same topic
- Debrief and learning

## SUMMARY

This is a powerful framework that teaches the skills of excellent negotiation, plus the things that can go wrong. The exercises are always bespoke per session, tailored to the industry, category, company, customer, client, or discipline.

## OUTCOME

This course ensures that attendees discover a lot about the art of negotiation, and in the process they learn a lot about themselves.

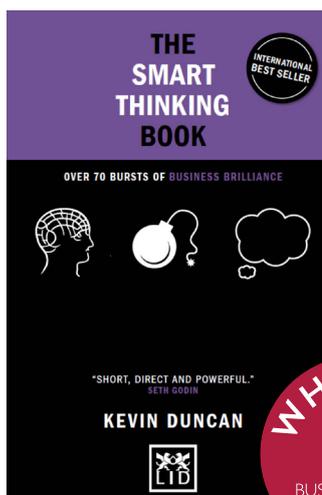
## SAMPLE SOURCE MATERIAL

Never Split The Difference – Chris Voss  
The Yes Book – Clive Rich  
Think Again – Walter Sinnott-Armstrong  
The Negotiation Book – Steve Gates  
Do Deal - Hoare & Gummer

*“Profound and clear advice that’s immeasurably useful for anyone in business.”*

Tom Goodwin, Head of Futures and Insight, Publicis Groupe, and author, Digital Darwinism

# Smart Business Thinking



The Smart Thinking Book contains over 70 bursts of distilled wisdom – each in the form of a provocative thought on a sticky note. Each thought can be read in a second, and the short form accompanying copy in less than one minute.

Growth, communication, innovation, creativity, relationships and thinking are covered, with 12 provocative thoughts in each area. A UK best seller, the 5th Anniversary edition contains new, updated material.

## EXAMPLE CONTENT

### GROWTH

- All plans are fiction
- All models are wrong
- Hit the target, miss the point

### INNOVATION

- Be relentlessly curious
- Progress not perfection
- Act yourself into a new way of thinking

### CREATIVITY

- Destroy to create
- Turn Ors into Ands
- Quitting can be winning

### COMMUNICATION

- ROI: Respect = Opinion + Inquiry
- Ban the bull
- Don't assume people won't understand

## SUMMARY

This training is modular. We can look at growth, communication, innovation, creativity, relationships and thinking on just one subject. Or look at several subjects from one perspective only, for example innovation.

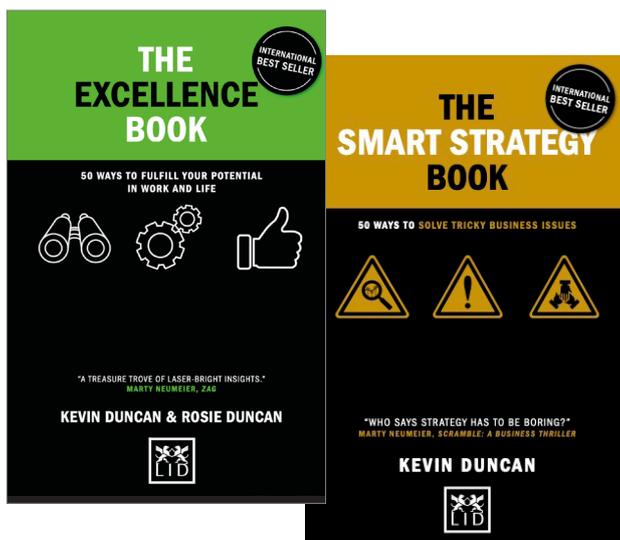
## OUTCOME

This course is fast and thought-provoking. The sticky note format is a powerful way to stimulate teams in a fast-paced manner. The provocations are always highly productive.

## SAMPLE SOURCE MATERIAL

Great By Choice - Collins & Hansen  
To Sell Is Human - Daniel Pink  
The Accidental Creative - Todd Henry  
Where Good Ideas Come From - Steven Johnson

*“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



This blended course offers a high-octane combination of personal awareness and smart methods for running successful customer relationships whilst selling products and services to them in a sophisticated and sensitive way.

Attitude and approach come first, followed by the best principles behind selling skills, learning how excellent customer service works, and discussing the most troublesome aspects of customer handling.

## EXAMPLE CONTENT

### YOUR ATTITUDE

- You are what you do
- Be a possibilist
- Be an essentialist

### YOUR APPROACH

- Keep the best, bin the rest
- Problem owner, not problem moaner
- Why bother?

### YOUR CUSTOMERS OR CLIENTS

- Problem client troubleshooting
- Service v. Servility
- Service recovery

### SELLING EFFECTIVELY

- Establishing the need
- Self-briefing
- Selling in stages
- Relationship stages

### SALES STRATEGY

- Selling isn't just for salespeople
- Rational drowning
- Who sells most? Introverts and extraverts

## SUMMARY

A powerful hybrid of self-awareness and selling approaches. This wisdom combines both disciplines because over the years it has become apparent that the two are indivisible. Less-experienced attendees will learn all the basic skills, and those with more experience can be coaxed to more advanced skills.

## OUTCOME

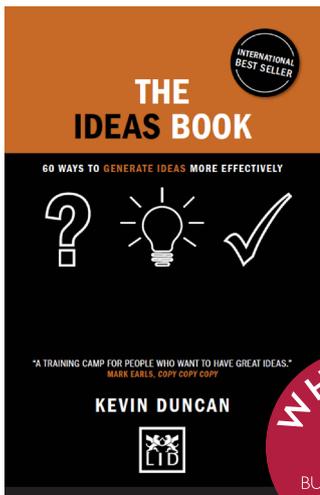
This course applies the thinking to real customers and clients so that attendees go away with fresh approaches that they can apply immediately in their day-to-day work.

## SAMPLE SOURCE MATERIAL

Decisive – Chip & Dan Heath  
Smarter Faster Better – Charles Duhigg  
One + One = 3 – Dave Trott  
The Challenger Sale – Dixon & Adamson

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

Richard Morris, CEO, UK & Ireland, IPG Mediabrands



The Ideas Book is another best seller, translated into 12 languages and reissued in a 5th anniversary edition.

It explains how to prepare properly for running brainstorming sessions and offers a range of 60 techniques for generating them.

These methods have proved universally helpful to all types of business over the last ten years.



## EXAMPLE CONTENT

### PREPARING TO GENERATE IDEAS

- The briefing star
- The right stimulus
- The homework checklist
- The rules of engagement

### GENERATING INITIAL IDEAS

- Three good, three bad
- Think inside the box
- Eyes of experts
- Category stealing

### DEVELOPING AND UNDERSTANDING IDEAS

- Four corner walkabout
- Outliers
- Train your depth mind
- Post-It voting

### JUDGING IDEAS

- The Potential Pyramid
- The Decision Wedge
- The Idea Bravery Scale
- The premortem

## SUMMARY

This format is hugely productive. It is not uncommon to generate over 100 ideas per session. Once the techniques are understood, they are immediately applied to the specific business issues of the customer or client.

## OUTCOME

This course provides a powerful injection of creativity into any team or company. The material and training enable all participants to run brainstorming sessions better and equips them with a toolkit of techniques that they can use ad infinitum thereafter. Inspiring and energizing.

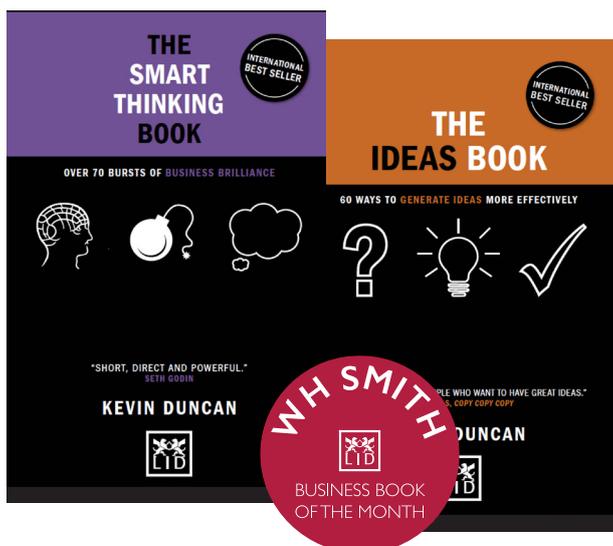
## SAMPLE SOURCE MATERIAL

Inside the Box - Boyd & Goldenberg  
Antifragile - Nassim Nicholas Taleb  
Thinking, Fast and Slow - Daniel Kahneman  
Outliers - Malcolm Gladwell  
Creativity - John Cleese  
Rebel Ideas - Matthew Syed

*“Kevin’s bite-size techniques are practical and immediate, unlocking the creativity that lies within.”*

Paul Davies, BBC Director of Marketing & Audiences

# Smart Thinking + Innovation



The Smart Thinking Book contains over 70 bursts of distilled wisdom – each in the form of a provocative thought on a sticky note. Each thought can be read in a second, and the short form accompanying copy in less than one minute. Growth, communication, innovation, creativity, relationships and thinking are covered, with 12 provocative thoughts in each area. A UK best seller, the 5th Anniversary edition contains new, updated material.

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 quality of innovative, lateral thinking.

## EXAMPLE CONTENT

### GROWTH

- All plans are fiction
- All models are wrong
- Hit the target, miss the point

### INNOVATION

- Be relentlessly curious
- Progress not perfection
- Act yourself into a new way of thinking

### CREATIVITY

- Destroy to create
- Turn Ors into Ands
- Quitting can be winning

### ACTION

- Break with the past
- Prototyping as shorthand
- Speed doesn't kill

## SUMMARY

This training is modular. We can look at growth, communication, innovation, creativity, relationships and thinking on just one subject. Or look at several subjects from one perspective only, for example innovation.

## OUTCOME

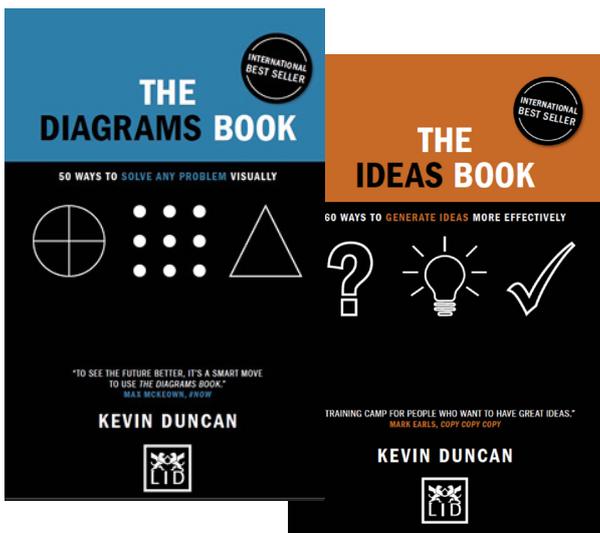
This course is fast and thought-provoking. The sticky note format is a powerful way to stimulate teams in a fast-paced manner. The provocations are always highly productive.

## SAMPLE SOURCE MATERIAL

The Accidental Creative - Todd Henry  
Where Good Ideas Come From - Steven Johnson  
Creative Blindness - Dave Trott  
Making Ideas Happen - Scott Branson

*“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

# Presentation Skills (POV to LOA)



This blended course makes a vital business point. Many modern executives simply trade in information, but they lack a point of view. They need to be able to a) develop a Point of View (POV), and b) create a Line of Argument (LOA) that is persuasive enough to ensure proposals are approved, ideally first time.

## EXAMPLE CONTENT

### THE IMPORTANCE OF A POV

- Being relentlessly curious
- Assimilating wide-ranging stimuli
- The vital importance of having a hypothesis

### MAKING SURE YOU HAVE A POV

- The briefing star
- Three good, three bad
- Eyes of experts
- Category stealing

### ONCE YOU HAVE YOUR POV

- Don't stampede to Powerpoint
- Consider your audience(s)
- Start thinking visually

### SAY IT ON ONE CHART

- The Market Map
- The Bravery Scale
- The Whittling Wedge

### PRESENTING PERSUASIVELY

- The Central Idea satellite system
- Barriers to purchase
- Who sells best? Introducing ambiverts
- The 12-step LOA map

## SUMMARY

This is an extraordinarily popular course with every type of business. It combines rapid idea generation with highly effective presentation skills, enhanced by the power of diagrams. 1,000s have taken the course and found that it totally transforms the way they think and present.

## OUTCOME

This course covers how to come up with excellent ideas, solve strategic problems, have a clear point of view, and structure a compelling line of argument that clients and prospects are likely to accept. This approach is both better and quicker than normal methods, increasing work quality and saving vast amounts of wasted time.

## SAMPLE SOURCE MATERIAL

Making Ideas Happen – Scott Branson  
Sticky Wisdom – Kingdon et al.  
Left Brain, Right Stuff – Phil Rosenzweig  
Start With Why – Simon Sinek

*“The knack of reducing each technique to the absolute simplest explanation.”*  
David Helps, Group Director of Innovation, Design Bridge

# Bullshit-Free Communication



Many businesses are incapable of articulating their products and propositions in a compelling and distinctive way. This training analyses why bullshit is so dangerous for companies and explains how to eradicate it. After a review of the psychology behind unclear language, we resolve it with practical work on the company's communication materials. This ensures that all plans, proposals and customer communications are crystal clear in the future.

## EXAMPLE CONTENT

### IDENTIFYING UNCLEAR LANGUAGE

- Cliché and jargon red alert list
- Ubiquitous and identical materials
- The detrimental effect of unclear communication

### THE ANATOMY OF BULLSHIT

- What is it?
- What are the different types?
- What sorts of people use it?
- Why do people do it?
- How useful or dangerous can it be?

### GUESS THE BRAND

- Vision, values, mission, and purpose de-constructed
- Communications blizzard of samey language
- Lack of differentiation

### MATERIALS REVIEW

- Website, company report, marketing claims
- External communications
- Internal communications

### ANALYSIS AND ACTION

- Bullshit examples analysed and explained
- How to deal with bullshitters
- How to remove it from your business

## SUMMARY

This is a fascinating and deceptive course. Easy to dismiss as pure comedy, it has a deadly serious message. Many companies have working practices and materials that are generic and unclear – something that can always be improved.

## OUTCOME

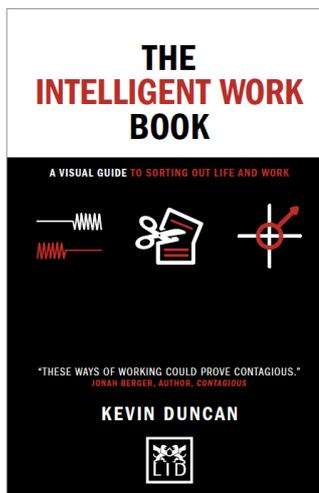
This course has the power to clear out all the dead language from a company's work methods and communications - a powerful and cathartic exercise. Eliminating cliché and articulating brand messages more clearly.

## SAMPLE SOURCE MATERIAL

Leadership BS - Jeffrey Pfeffer  
Business Bullshit - Andre Spicer  
No Bullshit Leadership - Chris Hirst  
On Bullshit - Harry Frankfurt  
The Life-Changing Science of Detecting Bullshit – John V. Petrocelli

*“Refreshingly no-nonsense.”*

Henry Hitchings, London Evening Standard, author of *The Language Wars*



The Intelligent Work Book combines visual and verbal thinking to provide a powerful approach to problem solving. From thinking, working, planning and prioritizing to presenting, selling and negotiating, it provides effective tools to help anyone be more effective and outstanding.

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

How to do things in the right order, cope with too many tasks, get organized, and use the right systems. How to cope with too much email, multiple requests, and tight deadlines. How to 'detox the inbox' and design a working style that works best for them. Also how to present intelligently online.

## EXAMPLE CONTENT

### THINKING & PLANNING

- Work you vs. Normal you
- Motivational dips
- Procrastination and panicking

### WORKING & DOING

- What am I doing?
- Taming technology
- Task triage

### PRIORITIZING

- Essentialism
- Priority, not priorities
- Beating interruptions

### PRESENTING & SELLING

- Show your workings
- Overcoming objections
- Introverts, Extraverts, Ambiverts
- Presenting and selling online

### NEGOTIATING

- Eight steps
- Never split the difference
- Approach and style

## SUMMARY

This is a complete package of how to sort out the way you approach life and work. The fast content is extremely easy to apply immediately.

## OUTCOME

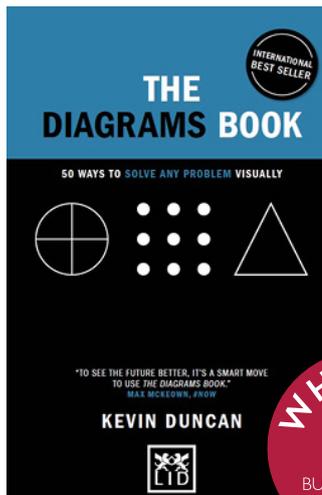
This course makes people think completely differently about how they approach their work. Enough said.

## SAMPLE SOURCE MATERIAL

Drive - Dan Pink  
Essentialism - Greg McKeown  
Radical Candor - Kim Scott  
When Cultures Collide - Richard D. Lewis  
Jerks At Work – Tessa West

*“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 Diagrams Book is a best seller. Translated into 20 languages, it has been re-issued in a 10th anniversary edition, now with 100 diagrams.

Combining verbal communication with the visual is a crucial business skill that can save thousands of hours of wasted work, increasing clarity and productivity. Here are the 100 best ways to do it.

## EXAMPLE CONTENT

### STRATEGY

- Strategy v. Tactics overview
- The Market Map

### EFFICIENCY

- The Priority Matrix
- The Bar Code Day

### LEADERSHIP

- The changing role of the team leader
- Depersonalizing problems

### MOTIVATION

- The personal motivation triangle
- The work/life balance diagram

### PRESENTING

- The Whittling Wedge
- The Bow Tie

### SELLING

- The Bravery Scale
- The Barriers to Purchase Axis

### NEGOTIATING

- The IF Triangle
- The Bargaining Arena

## SUMMARY

This content is an eye opener to many. Those who have been writing long-winded presentations for years suddenly see that one diagram can often encapsulate an entire strategy or proposal. It makes people think completely differently about how they approach their work.

## OUTCOME

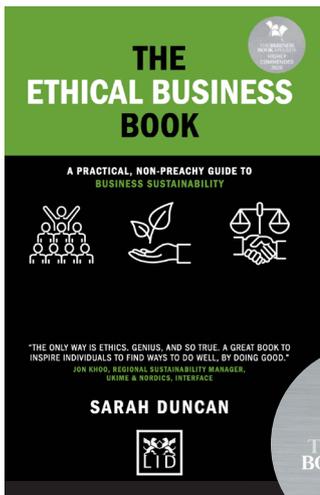
This course reveals the power of the visual over the more common verbal. By mapping their thinking, attendees realise that they can save thousands of hours of time, whilst simultaneously improving the quality of their thinking.

## SAMPLE SOURCE MATERIAL

The Long Tail - Chris Anderson  
The Pirate Inside - Adam Morgan  
The Ideal Team Player - Patrick Lencioni  
The Art of Creative Thinking - John Adair

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

# Ethical Business Leadership (ESG)



The Ethical Business Book is a practical, non-preachy guide to Business Sustainability. Understanding why ethical corporate leadership, or ESG (Environmental Social Governance), is critical to the future health of business, as well as society and the environment, is one of the first steps to becoming a more responsible organisation. But it's really important that these messages are shared throughout the organisation and don't just sit with a few environmentally conscious pioneers or champions. Only by educating and training everyone to understand their impact on other people and the planet can long-term change happen.



## EXAMPLE CONTENT

### WHAT ARE THE ISSUES?

- Ethics, Sustainability & ESG - what's the difference?

### WHY IS IT SO IMPORTANT?

- There is no Planet B

### WHAT NEEDS TO BE DONE?

- The bigger picture (SDGs)
- Planetary and social boundaries
- Circular economy
- The policy landscape

### WHAT CAN YOU DO – PERSONALLY?

- Your personal impact
- Your home supply chain
- Reduce, Reuse, Recycle

### WHAT CAN YOU DO – PROFESSIONALLY?

- Reimagining business success
- The power of purpose
- Serving society and preserving the planet
- Greening your corporate supply chain
- Conscious consumerism
- Marketing with integrity
- Stamping out greenwashing
- Paying it forward

## SUMMARY

This is for any business that wants to 'do well, by doing good'.

## OUTCOME

If you are a business owner or leader, it will provide you with tools to start making a difference. If you work for (or on behalf of) an organisation that needs change, this will give you ammunition to lobby the decision makers and present a robust case for adopting a more ethical and sustainable approach to the business.

## SAMPLE SOURCE MATERIAL

Conscious Capitalism - Sisodia, Henry, Eckschmidt  
Business Ethics - Crane & Matten  
The Sustainable Business - Jonathan Scott  
How To Avoid A Climate Disaster - Bill Gates  
The New Climate War - Michael E. Mann

*"The Only Way Is Ethics. Genius, and so true. A great book to inspire individuals to finds ways to do well, by doing good."*

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

# 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 and prepare people for when things get tough. Equipping attendees with tools to deal with working life, to find their stride and handle the hiccups.

Based on The Early Career Book - a guide to help those in the first 10 years of their career step up and be themselves.

## EXAMPLE CONTENT

### VALUES

- Evaluating and developing authentic values
- Creating a personal manifesto

### BOUNDARY SETTING

- Emotional dumping, Work dumping, Energy vampires

### HOW TO BE YOUR BEST

- Be keen, Be seen, Be heard

### WHEN THINGS GET TOUGH

- What to do when you screw up

### FINDING YOUR STRIDE

- Enthusiasm cycles

### CREATING A PLAN (personal or group work)

- Goal setting, Manifestation, Self-sabotage

### CONTINUOUS SELF-IMPROVEMENT

- Positive self-talk
- Pledges

## SUMMARY

Aimed at employees in the first decade of their career. Helping to decrease churn rate whilst encouraging them to be the best they can be..

## OUTCOME

This course is designed to give attendees the tools to self-mentor. This session is followed by one-on-one, personalised, 20-minute mentoring (up to 10 people).

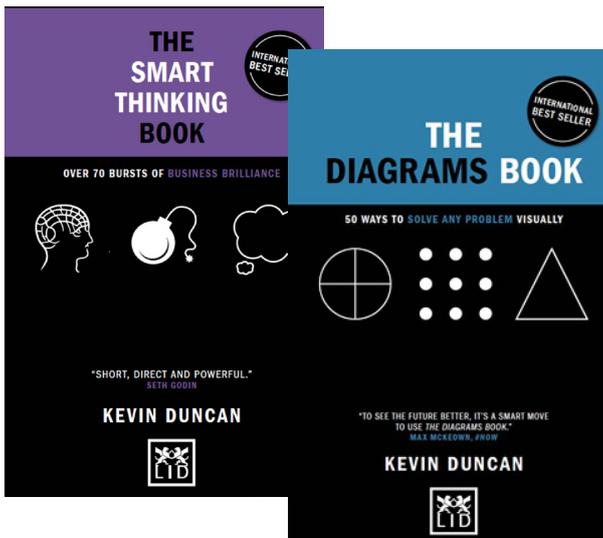
## SAMPLE SOURCE MATERIAL

A Beautiful Constraint - Morgan, Barden et al  
Atomic Habits - James Clear  
Hardwiring Happiness - Rick Hanson  
Why Has Nobody Told Me This Before? - Dr Julie Smith

*“It’s been great to work with Kevin and Rosie over the years – they’re a great duo. Our team enjoy all of their books and workshops as they bring different perspectives on a huge range of subjects, across generations and genders.”*

Charley Walsh, Senior Learning & Development Manager, TBWA/Media Arts Lab

# The Consultative Leader



This blended course challenges people to understand their responsibilities as a leader, looking particularly at growth, communication, innovation and their relationships with their teams, and their customers or clients.

As well as an acute awareness of how they come across to others, the confident leader needs to ensure that they behave in an ethical manner at all times.

It introduces the important elements of being a consultant rather than just the provider of transactional services. This is often run as a three-day programme, adding Strategic Selling (see Smart Strategy) and Point of View and Line of Argument (see Presentation Skills).

## EXAMPLE CONTENT

### YOU

- What am I like? Understand yourself
- The Gatekeeper role
- Setting a good example
- Assertive listening

### YOUR TEAM

- Relationships
- Communication
- Moral purpose and style
- Why should anyone work for you?

### YOUR CLIENTS AND CUSTOMERS

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

### ETHICAL LEADERSHIP

- Authenticity
- Ethical strategies
- Overcoming resistors
- Are you an ethical game changer?

## SUMMARY

A combination of smart thinking and an empathetic approach is the basis of an appropriate modern leadership approach. There are many types of leader, so this course is highly flexible and can be pitched at any suitable level.

## OUTCOME

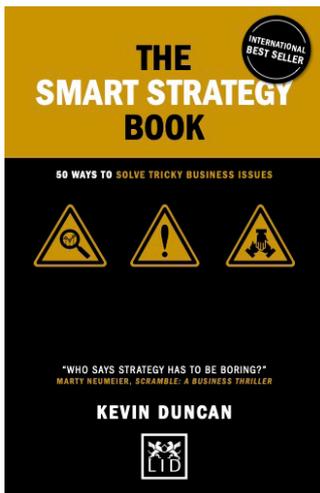
This course hugely improves leadership confidence and provides a suite of wide-ranging craft skills that can be put into action immediately.

## SAMPLE SOURCE MATERIAL

Execution – Bossidy & Charan  
The First Mile – Scott D. Anthony  
Surrounded By Bad Bosses - Thomas Erikson  
The Power Of Difference - Simon Fanshawe  
A World Without Email – Cal Newport

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

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



The Smart Strategy Book is a highly popular book, particularly amongst those who deal with strategy and planning. It covers seven of the most common strategic areas: commercial, brand, customer, sales, people, innovation, and communication.

Most strategies are too long and boring. Far too many contain language that most of us can't understand, which is why each suggestion contains a smart strategy warning – how not to do it.

This crucial strategic wisdom is drawn from researching over 500 business books.

The book has now been reissued as a 5th anniversary edition celebrating successful sales since launch.

## EXAMPLE CONTENT

### COMMERCIAL STRATEGY

- Strategy is choice
- Think before you plan
- Pursue principles, not money

### BRAND STRATEGY

- Gap in the market vs. market in the gap
- Change the problem
- Messiness = unexpected links

### CUSTOMER STRATEGY

- The thinking/doing gap
- Disloyal loyalists
- Panic-free service recovery

### SALES STRATEGY

- Selling isn't just for salespeople
- Rational drowning
- New business could be old business

### INNOVATION STRATEGY

- The creativity + commerce crossroads
- See your business as a service
- Keep it frugal

## SUMMARY

The options offered are infinitely fertile for new and diverse strategic thought. Any of 50 strategic approaches can be discussed and tried on any type of business. There is always another way of approaching business problems, and this training provides 50 of them.

## OUTCOME

This course offers strategists, planners and business leaders a toolkit of perspectives on their work. Typical outcomes include new strategic angles that provide fresh impetus in any business context.

## SAMPLE SOURCE MATERIAL

Business Genius - James Bannerman  
Copy Copy Copy - Mark Earls  
The Brand Gap - Marty Neumeier  
We Are All Weird - Seth Godin  
The Strategy Book - Max McKeown  
Working Backwards - Bryar & Carr

*"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

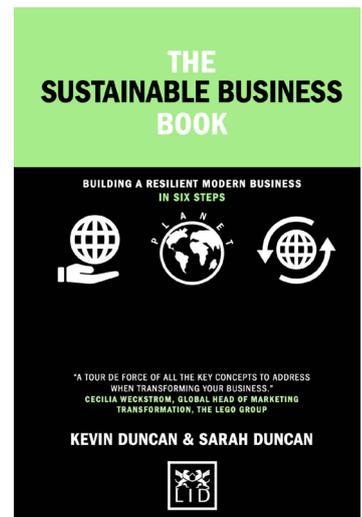
# SUSTAINABILITY

## It's Everybody's Business

Senior Leadership Transformation Workshop  
Making every department accountable for sustainability

Making sustainability everyone's business is a challenge, and 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. It concentrates on ensuring that everyone takes accountability for the company's sustainability goals and ambitions.



### EXAMPLE CONTENT

#### THE BUSINESS LANDSCAPE

- Results of pre-session attendee survey
- Review of the science, the impact on business, industry context and commercial implications

#### BUSINESS TRANSFORMATION

- Talent acquisition and retention
- Competitor context
- Customer context

#### ONE BIG INITIATIVE (group work)

- Discussion and selection of one big initiative per business function/department
- Action planning, resources, commitments and timings

### SUMMARY

Ensuring that senior staff understand sustainability issues properly from all angles and take responsibility to influence company behaviour.

### OUTCOME

A firm commitment from all participants to take individual responsibility for 'one big initiative' in their department or business function.

### SAMPLE SOURCE MATERIAL

Conscious Leadership – Mackey, McIntosh & Cripps  
Green Swans - John Elkington  
Sustainable Business: A One Planet Approach - Jeanrenaud & Gosling  
The Sustainable Business - Jonathan T Scott

*"If you want to move further, faster, we all need to work with a consolidated plan. This book can help design one immediately."*

Oliver Joyce, Global Chief Transformation Officer, Mindshare

# Sustainability in Action

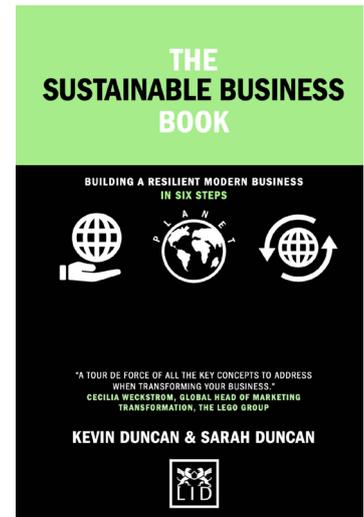
## STOP | THINK | CHALLENGE

Linking global goals to day-to-day behaviour and decision making



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.

Material comes from The Sustainable Business Book and is aligned with the United Nations Sustainable Development Goals.



### EXAMPLE CONTENT

#### SUSTAINABILITY / ESG

- What is it all about?
- Why is it a hot topic?
- Why does it matter to the company?
- Where do I fit in?

#### STOP, THINK, CHALLENGE (group work)

- Is there a better way of doing this?

**EVERYBODY**   
**HAS AN IMPACT**  
**AT WORK AND AT HOME,**  
**SO EVERYTIME YOU ARE FACED WITH A DECISION...**

**IS THERE A BETTER WAY OF DOING THIS?**

|                                       |  |
|---------------------------------------|--|
| Is there a more charitable way?       | Is there a more equitable way?         |
| Is there a less wasteful way?         | Is there a more sustainable way?       |
| Is there a kinder way?                | Is there a more responsible way?       |
| Is there a more inspiring way?        | Is there a more climate conscious way? |
| Is there a more inclusive way?        | Is there a more ocean friendly way?    |
| Is there a more water efficient way?  | Is there a more environment friendly?  |
| Is there a more energy efficient way? | Is there a fairer way?                 |
| Is there a more thoughtful way?       | Is there a more collaborative way?     |
| Is there a more innovative way?       | Is there a more honest way?            |

At (COMPANY NAME) we align our day-to-day behaviour with the United Nations Sustainable Development Goals. 

### SUMMARY

This is for company-wide culture change - to embed ESG into the heart of your business.

### OUTCOME

This workshop encourages and empowers participants to think and behave differently, leading to a happier, healthier, and more sustainable company culture.

### SAMPLE SOURCE MATERIAL

- Doughnut Economics - Kate Raworth
- How To Save Our Planet – Mark Maslin
- How Bad are Bananas? Mike Berners-Lee
- What If Solving The Climate Crisis Is Simple? - Tom Bowman

*“These thoughtful and persuasive techniques demonstrate the value of sustainable transformation and show precisely how to make it happen.”*

Laura Schacht, Head of Sustainability & External Affairs, EECM Benelux,  
 Suntory Beverage and Food Group

expertadviceonline.com  
kevinduncanexpertadvice@gmail.com  
07979 808770

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

zansproductive.com  
rosieleaduncan@hotmail.com  
07718 747085

