

# IMPACT REPORT 2023



**E**xpert **A**dvice  
**S**leeping **L**ion

**CREATE.**  
**EDUCATE.**  
**DONATE.**

Certified  
**(B)**  
Corporation



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

2023 was year two of what will be a perpetual process of improving the business and continuing to generate helpful materials and provide time, products and money for good causes. During the year, we have solidified our company purpose of **Create, Educate + Donate** (as outlined on the next page).

Kevin & Sarah Duncan



2023 highlights included:

- The launch of The Sustainable Business Book.
- The launch of The PLANET System® online products.
- This included PLANET BASIC - a free tool to help any business improve their sustainability efforts.
- The design and curation of the ESG Educational Hub at The Independent Hotel Show.
- The development and launch of The ACES System® - which we provided free of charge in 2023.
- Training 100s of people as part of our educational remit.
- Donating 100s of books to worthwhile causes.

In 2024 we plan the following:

- To increase our cash charity donations.
- To continue to find good causes to donate our books to (particularly seeking out younger audiences).
- To continue to provide FREE ESG self-audits to SMEs via The PLANET System®.
- To continue to provide pro bono work that supports education +/-or conservation.
- To increase the amount of training and consultancy we undertake that relates to ESG + sustainability
- To build on The ACES System® launch with the publication of The Smart Performance Book.
- To continue to monitor our Scope 1 + 2 emissions.
- To start to understand our Scope 3 emissions properly and establish some baseline data.

OUR PURPOSE

Expert Advice | Sleeping Lion (EASL) exists to create helpful books, online products and training programmes to educate and inspire businesses and individuals to **be their best\***.

Our success in doing this enables us to support the charities and causes that we care about through our commitment to donate a minimum of 5% of annual revenue to charity (through cash and product donations).

OUR ONLINE ASSESSMENT + LEARNING PRODUCTS

\*Being your  
**BEST BUSINESS SELF**

**ACES**  
Be Your Best Business Self

\*Being a  
**BETTER BUSINESS**

THE **PLANET** SYSTEM®  
ESG Improvement Framework  
From The Sustainable Business Book

OUR BOOKS



OUR TRAINING + CONSULTANCY

- 16 unique training programmes.
- GreatestHits.com with over 500 business books summarised.
- Consultancy + friendly advice.
- Board / Senior Leadership Team facilitation.
- Mentoring.

OUR CHOSEN 2024 CHARITIES



CREATE

EDUCATE

DONATE

# IMPACT AREA PLANS AND PROGRESS

WHAT WE SAID WE WOULD DO

WHAT WE DID

## SOCIAL - COMMUNITY

Tighter, refined charity giving strategy.

**Books + Products**  
We exceeded our target for book and product donations to good causes:

<b>Books</b>	
- Centrepont	200
- IHS ESG Educational Hub	100
- Wavemaker	300
- The Big Issue	50
- Shelter	20
- Social Change	80
- The Great Bustard Group	20 (total = 770 value £7,700)
<b>Online Products</b>	
The PLANET System® Basic	258 (estimated value £6,450)
THE ACES System®	33 (value £1,650)
<b>Cash</b>	
But due to a very poor trading year, we were not able to give as many cash donations as we would have liked:	£3,250

More structured pro bono work.

**Pro Bono Days**

- Independent Hotel Show Education Hub	7 days
- GreenKey National Juror - Audits	1 day
- Trustee of The Great Bustard Group	3 days
- Advisor to HOSPA	2 days
- Free seminars/webinars	1 day
<b>TOTAL VALUE</b>	<b>£14,000</b>

WHAT WE SAID WE WOULD DO

WHAT WE DID

## SOCIAL - CUSTOMERS

Comprehensive launch + distribution of The PLANET System®.

- The Sustainable Business Book sales = 1600
- Online FREE PLANET self-audits = 258 (see Social Impact)
- Online PLANET Pro audits = 13

Wider distribution of paperback books to a younger audience.

We supported an entry level programme for non-graduate applicants to join the media industry by providing 300 free copies of The Excellence Book through WPP's Wavemaker agency.

Significant increase in sustainability training + consultancy.

In 2023 we trained over 500 people, of which 170 were participants on our sustainability workshops. This was less than we had hoped for. On a positive note, 2024 is already proving significantly better, so we hope to achieve this in the next report.

ENVIRONMENT

Monitor and reduce Scope 1+2 emissions.

- See Environmental Impact

GOVERNANCE

Company transparency - annual social + environmental impact report.

- See this Report.

# SOCIAL IMPACT

The year started badly for us, with significant cashflow issues restricting our ability to enact our full strategy. For the first time in over 20 years, the company made a loss for the year. This meant that unfortunately we were unable to make the full cash 'pay it forward' charity donations that we had planned.

Despite reduced cash donations, our book and product donations (£10,950) and pro-bono work (£14,000) were significant and so the total value of our charitable activities in this financial year was £33,050, against revenue of £104,162.

The main individual charity beneficiaries this year were:



# SOCIAL IMPACT

Along with the publication of The Sustainable Business Book in 2023, we launched The PLANET System® products.

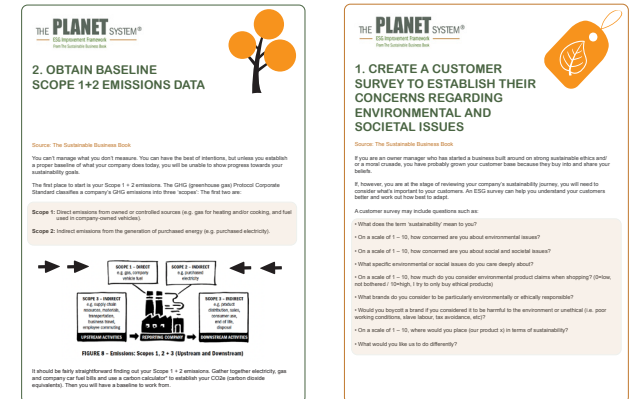
This included a free ESG online self-audit that generates an instant report including 30 downloadable educational PDFs.

This was used by over 250 businesses in 2023, helping them understand and improve their environmental and social impact.

This product was offered completely free of charge. If priced at a conservative figure of £25, the estimated value of this is already over £6,400.

## THE PLANET SYSTEM®

ESG Improvement Framework  
From The Sustainable Business Book



**The PLANET System®**  
BASIC ESG Audit Report for: Bennett Hay  
Date: 2024-02-13 09:20:38

**SNAPSHOT**  
Here is a fast snapshot of your business today in terms of E(Environmental), S(Social), and G(Governance). To learn more about any of these areas, click the word **LEARN** to download individual PDFs.

E		S		G		TOTAL
ENVIRONMENTAL IMPACT SCOPE 1+2	ENVIRONMENTAL IMPACT SCOPE 3	SOCIAL IMPACT EMPLOYEES	SOCIAL IMPACT CUSTOMERS	SOCIAL IMPACT COMMUNITIES	GOVERNANCE	
ROOM FOR IMPROVEMENT	ON THE RIGHT TRACK	GOOD PROGRESS	LOTS TO WORK ON	ON THE RIGHT TRACK	LOTS TO WORK ON	ON THE RIGHT TRACK
2 / 5	3 / 5	4 / 5	1 / 5	3 / 5	1 / 5	14 / 30

**ENVIRONMENTAL IMPACT - SCOPE 1+2**

1. Does the company have Scope 1+2 emissions data from the last year or more?	Yes	<b>LEARN</b>
2. Has the company committed to a specific carbon reduction programme relating to Scope 1+2?	Yes	<b>LEARN</b>
3. Does the company use a green energy supplier in its business operations?	Don't Know	<b>LEARN</b>
4. Does the company have written energy efficiency policies and/or an energy management system (EMS)?	No	<b>LEARN</b>
5. Does the company support reforestation, rewilding or biodiversity projects (directly or via carbon offsetting)??	No	<b>LEARN</b>

**ENVIRONMENTAL IMPACT - SCOPE 3**

1. Does the company have any Scope 3 emissions data from the past year or more?	Yes	<b>LEARN</b>
2. Has the company committed to a 'Net Zero' aligned carbon reduction programme?	No	<b>LEARN</b>
3. Does the company have a written water efficiency policy?	No	<b>LEARN</b>
4. Does the company have clear waste reduction policies in place?	Yes	<b>LEARN</b>
5. Does the company have a formal, written supplier code of conduct that specifically holds the company's suppliers accountable for social and environmental impact?	Yes	<b>LEARN</b>

The ACES System® is our new self-improvement product. It is an online skills self-assessment of 80 questions which generates an instant report indentifying your skills typology and directing you to over 120 pieces of built-in microlearning.

This product was also offered free of charge in 2023. The retail price is £50, and the giveaway value is therefore already £1,650 (note: we continued the free availability into 2024 and now over 150 people have benefited from the signposted self-improvement microlearning).

**ACES**  
Be Your Best Business Self

**YOUR ANSWERS TO THE ACES SYSTEM® QUESTIONS SHOW YOUR CURRENT TYPOLOGY AS:**

**Thoughtful Long-termist**  
You are able to assess challenges and assimilate the views of others before proposing long-term solutions.

**BE YOUR BEST BUSINESS SELF**  
Work through the next 8 pages that provide detail on the attributes covered in your self-assessment.

**YOUR SIGNPOSTED MICROLEARNING**  
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

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

Learn confidence working with people whose approaches are very different to mine	4	Meaning For Humans	READ
Look spot confusions in teams and always seek to resolve matters.	4	Dealing With Doubtation	READ
Actively support my company's charitable activities.	4	Being A Force For Good	READ

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

Learning faster a culture of trust and teamwork	5	Trust And Teamwork	READ
Learning create an environment that is conducive to generating a diverse range of opinions.	5	The Right Environment	READ
Learn advice from outside my normal peer group to broaden my perspective.	5	Eyes Of Experts	READ
Adjust my language and behaviour in order to deal with people I find most uncomfortable.	5	Learn Your Language	READ
Language people around me to praise the things they find strange about.	5	Intelligence	READ
Learn always supportive of my company's diversity and inclusion efforts and initiatives.	5	Diversity And Inclusion	READ
Do not value other people's time by curtailing them with my presence.	5	How Not To Waste	READ



# ENVIRONMENTAL IMPACT

In 2023 we used 1,759 kWh of electricity - up from 1,687 kWh in 2022\*.  
In 2023 we used 7,225 kWh of gas - up from 6,473 kWh in 2022\*.

We are a small operation and keep our impact low without using specific partners.

All our energy comes from a renewable supply through Octopus Energy.

\*Octopus Energy took over our account when Bulb our previous supplier went into administration. We have some concerns here about like-for-like data measurement. We will be keeping an eye on this and ensure next year's figures use exact comparable data.

# OUR JOURNEY TO CERTIFICATION

Our philosophy of CREATE. EDUCATE. DONATE. encapsulates our commitment to Sustainable Development Goal #4: Quality Education - to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Becoming a B Corp has encouraged us to focus strongly and more clearly on these areas where we can have the greatest impact.



# OTHER ALIGNMENT TO SUSTAINABLE DEVELOPMENT GOALS (SDGS)

We cross-checked our charitable efforts against the global SDGs as follows:

Centrepoint	1/2/3/4/10
Big Issue	1/2/3/5/8/10/16
Crisis	1/2/3/5/8/10/16
WWF	13/14/15
Great Bustard Group	13/15
Oxfam	1/2/3/6/10/16



# VERIFIED SCORE AND GOALS FOR RECERTIFICATION

Our first and latest verified score was 94.3.

Because we are a very lean husband-and-wife team there is not much room to improve elements such as energy waste, we have no full-time employees, and a minimal supply chain.

The main area where we can make improvement is increasing our educational remit, offering pro bono help, tightening our charity donation strategy, and keeping more specific records and evidence for all our activities to demonstrate progress.

Our aim for our new B Corp score, when we recertify, is 100.



CREATE. EDUCATE. DONATE.