Certified B Corporation

ACES
Be Your Best Business Self

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

EVERYTHING A SMART BUSINESS NEEDS

Expert Advice Sleeping Lion
CREATE. EDUCATE. DONATE.

Certified B Corporation

2025

Expert Advice Sleeping Lion
CREATE. EDUCATE. DONATE.
Certified B Corporation

Founders: Kevin & Sarah

"The most intelligent and inventive business writing pair in the UK"
Dr. Fergus Boyd, Former IT director, ba.com, Virgin Atlantic, Yotel, and Soho House Group

CPD MEMBER
The CPD Certification Service

Certified B Corporation

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

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 things we care about through our commitment to donate a minimum of 5% of annual revenue to good causes (through cash and product donations).

We Create, Educate and Donate.

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 company purpose is to Create, Educate and Donate.

CREATE

- We have read and summarised over 500 business books and made the summaries available for free through Greatest Hits Blog (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 - to help people be their *best busines self*.
- We have invented The PLANET System®, an online Sustainability/ESG self-audit, education, and improvement platform - to help promote *better business*.

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 good causes through cash donations, books and pro bono work.

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 25 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 1,000 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 was formerly Head of Sustainability for Europe & International Markets at Oatly and is currently Head of Sustainability at Fremantle. 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.

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 online products plus increase our pro bono work.

Charities we have supported over the last couple of years include:

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 contains the full PLANET Pro platform for just £500.
- 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 – to our knowledge the world's biggest free business library.
- This has been a labour of love for over 25 years, with over 20 million words read.
- Categories span leadership, behavioural economics, ethical strategy, creativity, innovation, sustainability and much more.

The Concise Advice Books

The Concise Advice series was invented by Kevin Duncan and his publisher. It now contains over 40 books, 12 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.

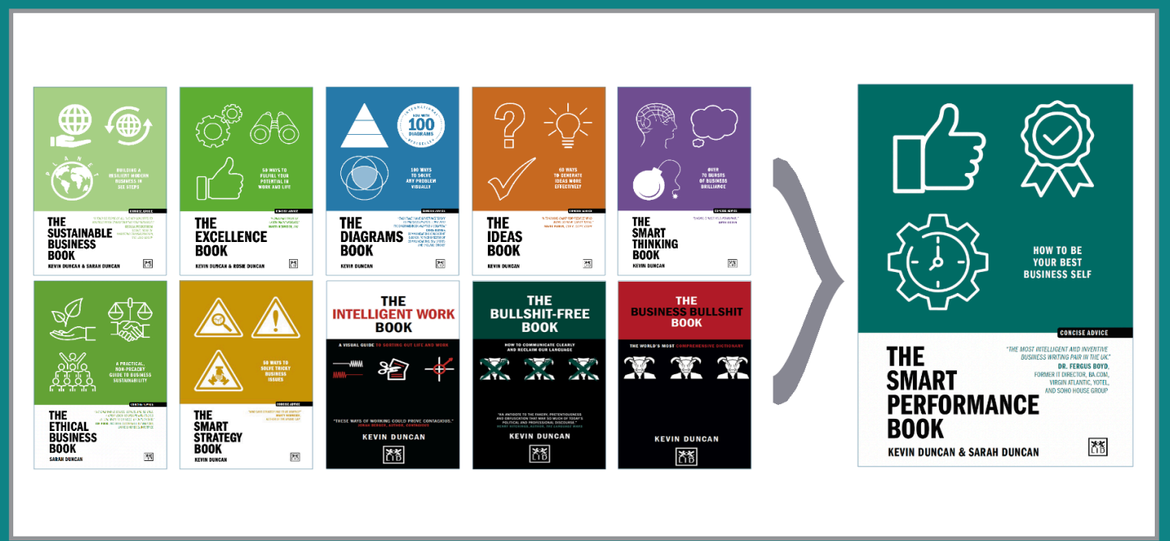
Sales to date are around the 250,000 mark.

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

The Smart Performance Book

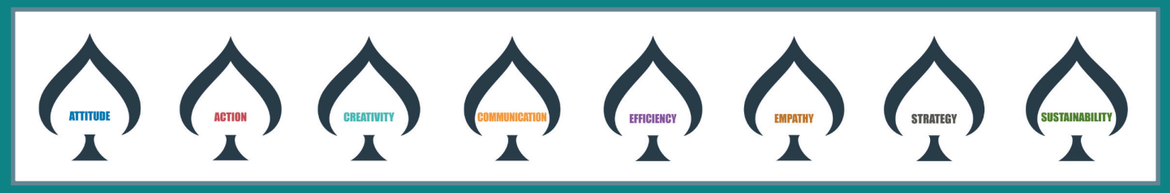
ACES
Be Your Best Business Self

The Smart Performance Book provides the gateway to the wisdom contained in all our other books.



At its heart is the ingenious ACES System®. Far more commercially astute than basic psychological profiling methods, the system enables you to highlight your self-improvement areas, and immediately provides you with the learning material to develop your skills.

It covers every aspect of high-functioning business performance, from attitude, action, creativity and communication to efficiency, empathy, strategy, and sustainability.

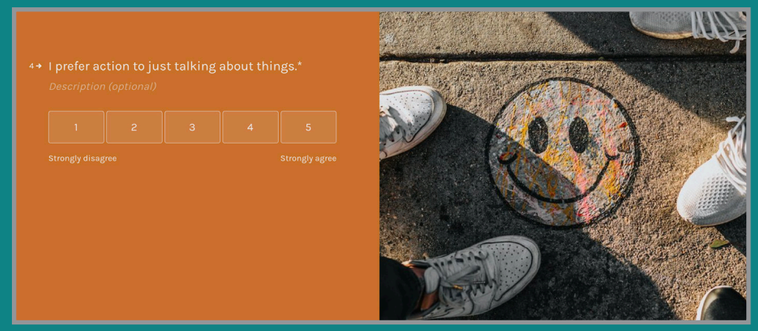


There are 56 possible typologies, based on your primary and secondary strengths.

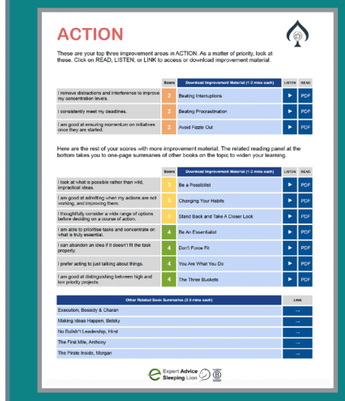
The ACES System® Online

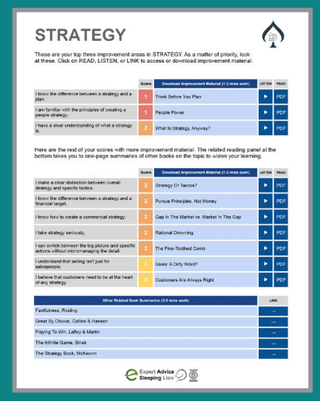
The Aces System® is also available online. Here's how it works for individual skills assessment and microlearning.

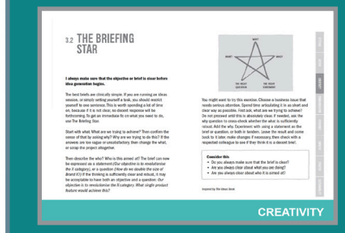
Step One:
Take short online self-assessment of 80 questions, which takes around 5 minutes.

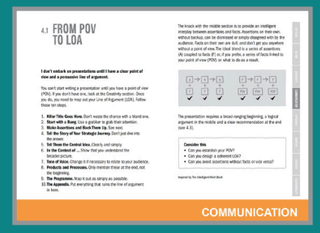


Step Two:
Receive an instant personalised report, including individual typology, skills histogram, and over 150 pieces of built-in signposted self-improvement microlearning. No piece is longer than 3 minutes, but there is over 8 hours in total.









The ACES System® is a registered UK trademark of Expert Advice Limited and held at the Intellectual Property Office in the United Kingdom. Trade Mark No. UK00003870556

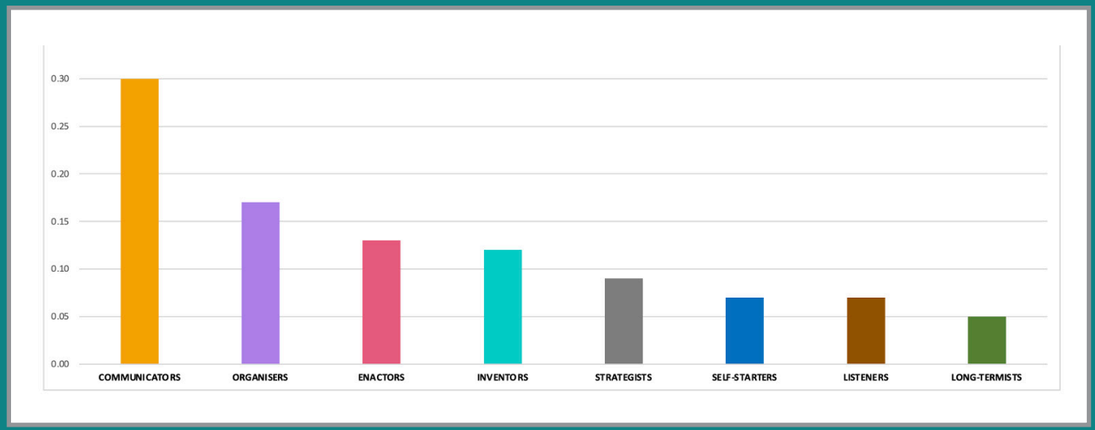
Smart Business Performance

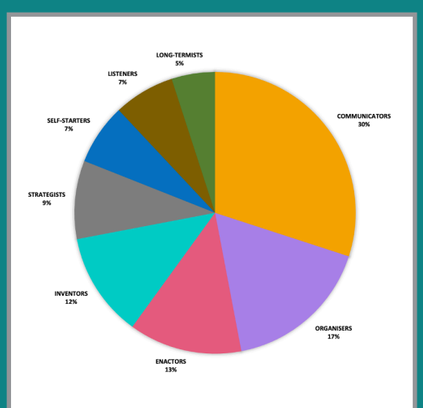
ACES
Be Your Best Business Self

For Companies

Companies can use The ACES System® to gain an immediate overview of the skills range of their staff, analyse current team strengths and weaknesses, identify skills gaps, provide immediate signposted microlearning 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.





HIGHEST SCORE (PRIMARY)

SECOND HIGHEST SCORE (SECONDARY)	ACTION-ORIENTATED	ACTION-Motivated	CREATIVITY Inventor	COMMUNICATION Communicator	EFFICIENCY Organiser	EMPATHY Listener	STRATEGY Strategist	SUSTAINABILITY Long-termist	
ACTION-ORIENTATED		Motivated ENACTORS	Motivated INVENTORS	Motivated COMMUNICATORS	Motivated ORGANISERS	Motivated LISTENERS	Motivated STRATEGISTS	Motivated LONG-TERMISTS	0
ACTION-Motivated	Action-orientated SELF-STARTERS		Action-orientated INVENTORS	Action-orientated COMMUNICATORS	Action-orientated ORGANISERS	Action-orientated LISTENERS	Action-orientated STRATEGISTS	Action-orientated LONG-TERMISTS	0
CREATIVITY Creative	Creative SELF-STARTERS	Creative ENACTORS		Creative COMMUNICATORS Sue Steel	Creative ORGANISERS	Creative LISTENERS	Creative STRATEGISTS	Creative LONG-TERMISTS	1
COMMUNICATION Persuasive	Persuasive SELF-STARTERS	Persuasive ENACTORS	Persuasive INVENTORS Steve Goldstone Peter Nowicki		Persuasive ORGANISERS	Persuasive LISTENERS Doug Tarrall Ally Chow Lucy Beale	Persuasive STRATEGISTS	Persuasive LONG-TERMISTS	5
EFFICIENCY Productive	Productive SELF-STARTERS	Productive ENACTORS	Productive INVENTORS	Productive COMMUNICATORS Dave Robbins Amanda Grant		Productive LISTENERS	Productive STRATEGISTS	Productive LONG-TERMISTS	2
EMPATHY Thoughtful	Thoughtful SELF-STARTERS	Thoughtful ENACTORS	Thoughtful INVENTORS	Thoughtful COMMUNICATORS Siobhan Allen	Thoughtful ORGANISERS		Thoughtful STRATEGISTS	Thoughtful LONG-TERMISTS	1
STRATEGY Strategic	Strategic SELF-STARTERS	Strategic ENACTORS	Strategic INVENTORS	Strategic COMMUNICATORS Tracey Killick	Strategic ORGANISERS James DiRanzo	Strategic LISTENERS		Strategic LONG-TERMISTS	2
SUSTAINABILITY Responsible	Responsible SELF-STARTERS	Responsible ENACTORS	Responsible INVENTORS	Responsible COMMUNICATORS	Responsible ORGANISERS Tan Lee	Responsible LISTENERS	Responsible STRATEGISTS		1
	0	0	2	5	2	3	0	0	

The Smart Performance Interactive Workshop

To our knowledge, there is no other workshop like this in the world.

We can take up to 20 attendees in each session. This could be a specific group such as a leadership team, or we can work through an entire company.

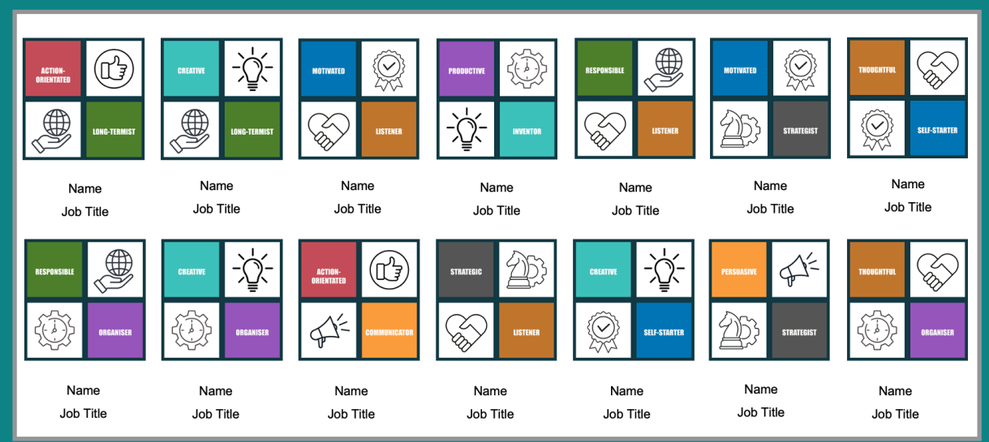
First, everyone takes the test.

Whilst Kevin works through initial helpful material, Sarah collates all the responses. Within 30 minutes, we present the full picture to the room – an overview of all the skills present.

We explain their typologies on the spot, discuss team dynamics, and immediately provide the training themes that are most relevant to the people in the room.

So for example if a high proportion of attendees require training on creativity, we deliver it immediately. Equally, we can work through material on attitude, action, communication, efficiency, empathy, strategy, or sustainability.

This format provides on-the-spot help for those needing to develop their skills.



Specific Skills Training

Having identified areas of highest needs, we can also train on individual areas: Attitude, Action, Creativity, Communication, Efficiency, Empathy, Strategy, or Sustainability - see following pages.

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**.

Being Your Best Business Self

CPD CERTIFIED The CPD Certification Service

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

TOP SELLER

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

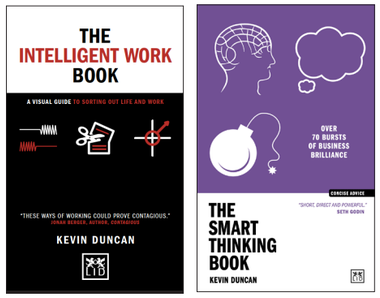
#Now - Max McKeown
Playing to Win - Lafley & Martin
The Stupidity Paradox - Alvesson & Spicer
Conflicted - Ian Leslie
Effortless - Greg McKeown
The Intelligence Trap - David Robson

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

Smart Negotiation Skills

CPD CERTIFIED The CPD Certification Service

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 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

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**.

Smart Business Thinking

CPD CERTIFIED
The CPD Certification Service

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
- 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. The outcome always leads to action.

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

"Another gem from the King of Common Sense."
Chris Carmichael, Global Head of Media, HSBC

Sophisticated Selling

CPD CERTIFIED
The CPD Certification Service

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
- 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

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**.

Creative Idea Generation

CPD CERTIFIED
The CPD Certification Service

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
- 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 brainstorms better and equips them with a toolkit of techniques that they can use ad infinitum thereafter. Inspiring and energizing.

SAMPLE SOURCE MATERIAL

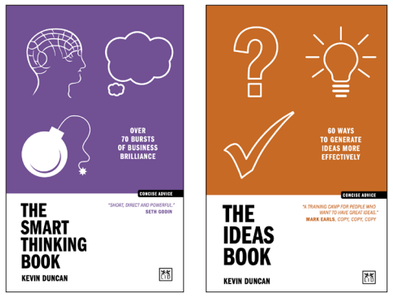
Inside the Box - Boyd & Goldenberg
Antifragile - Nassim Nicholas Taleb
Thinking, Fast and Slow - Daniel Kahneman
Outliers - Malcolm Gladwell
Creativity - John Cleese
Rebel Ideas - Matthew Syed

"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

CPD CERTIFIED
The CPD Certification Service

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

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

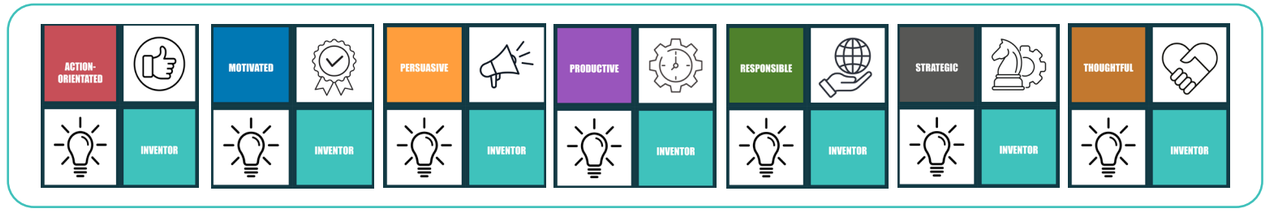
This training combines the stimulating provocations in The Smart Thinking Book with the proven idea generation techniques in The Ideas Book. The result is a high-octane approach to the whole process of innovation.

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 and the outcomes highly creative.

SAMPLE SOURCE MATERIAL

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



"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

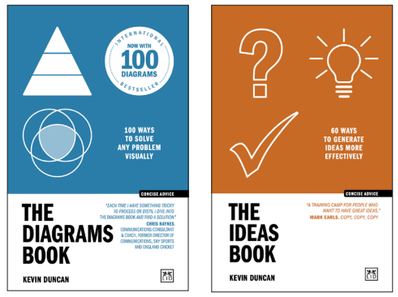
COMMUNICATION

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**.

Presentation Skills (POV to LOA)

CPD CERTIFIED
The CPD Certification Service

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
- 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.

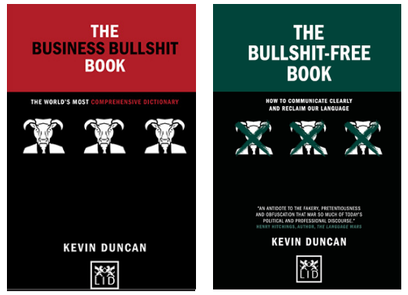
SAMPLE SOURCE MATERIAL

Making Ideas Happen – Scott Belsky
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

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
- 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

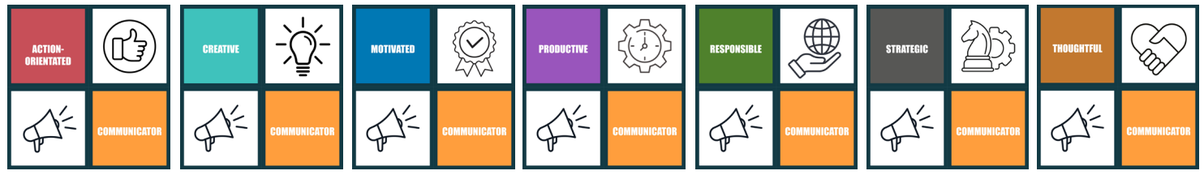
This is a fascinating and deceptive course. Easy to dismiss as pure comedy, it has a deadly serious message. Many companies have working practices and materials that are generic and unclear – something that can always be improved.

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

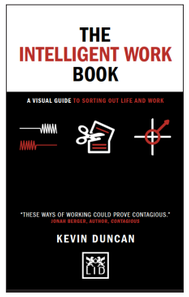
EFFICIENCY

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**.

Intelligent Working

CPD CERTIFIED
The CPD Certification Service

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
- 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

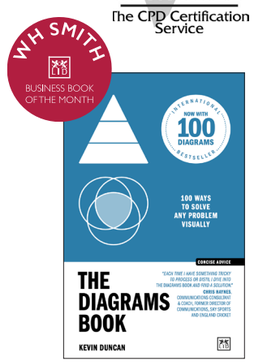
Drive - Dan Pink
Essentialism - Greg McKeown
Radical Candor - Kim Scott
When Cultures Collide - Richard D. Lewis
Jerks At Work – Tessa West

"A tour de force. Beautifully done, and very relevant to the world of work today."
David Wheldon, CMO, Royal Bank of Scotland Group

Smart Problem Solving

CPD CERTIFIED
The CPD Certification Service

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
- 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

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**.

Dealing With Stress

CPD CERTIFIED
The CPD Certification Service

This course explains a range of techniques to help hard-pressed executives handle the stresses of the modern workplace. It breaks down the underlying reasons, examines scenarios, and offers a range of coping strategies to improve mental health and effectiveness at work.

EXAMPLE CONTENT

CAUSES OF STRESS
- Situations
- Interference
- Overwhelm
- Over stimulation

BARRIERS TO PROGRESSION
- Self-sabotage
- The Spotlight Effect
- Handling rejection
- Imposter syndrome

MOTIVATORS TO PROGRESSION
- Be honest with yourself
- Recognise your good bits
- Enthusiasm cycles
- Be keen, be seen, be heard

SELF DEVELOPMENT
- Have a game plan
- Goals, triggers & reframing
- Self-talk
- Reflection and perspective
- Pledges

SUMMARY

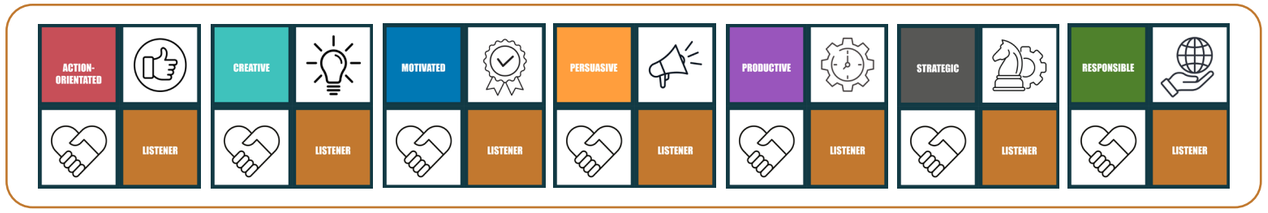
This is for any business that wants to improve the calmness and effectiveness of its workforce.

OUTCOME

The outcome is a more contented team, of any size. Likely results include higher quality work, higher staff morale, fewer personal disputes, fewer sick days, and reduced staff churn.

SAMPLE SOURCE MATERIAL

Atomic Habits - James Clear
Dealing with Difficult People - Harvard Business Review
The Empath's Survival Guide - Judith Orloff
Hardwiring Happiness - Rick Hanson
Why Has Nobody Told Me This Before? - Julie Smith



"A brilliant balance of wisdom, practical actions, and inspiration."
Steve Hatch, Chief Executive Officer, You Gov

Early Career Navigation

CPD CERTIFIED
The CPD Certification Service

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.

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
- 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. It can be followed by one-on-one, personalised mentoring sessions.

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

"Kevin and Rosie are a great duo.They bring different perspectives on a huge range of subjects."
Charley Walsh, Senior Learning & Development Manager, TBWA/Media Arts Lab

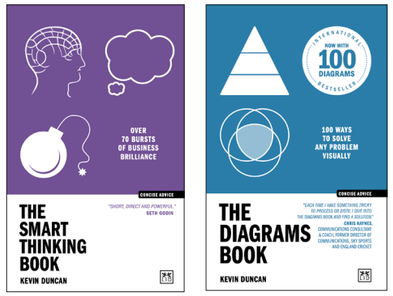
STRATEGY

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**.

The Consultative Leader

CPD CERTIFIED
The CPD Certification Service

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
- 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

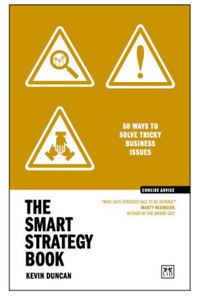
Execution – Bossidy & Charan
The First Mile – Scott D. Anthony
Surrounded By Bad Bosses - Thomas Erikson
The Power Of Difference - Simon Fanshawe
A World Without Email – Cal Newport

"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!

Smart Strategy

CPD CERTIFIED
The CPD Certification Service

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



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

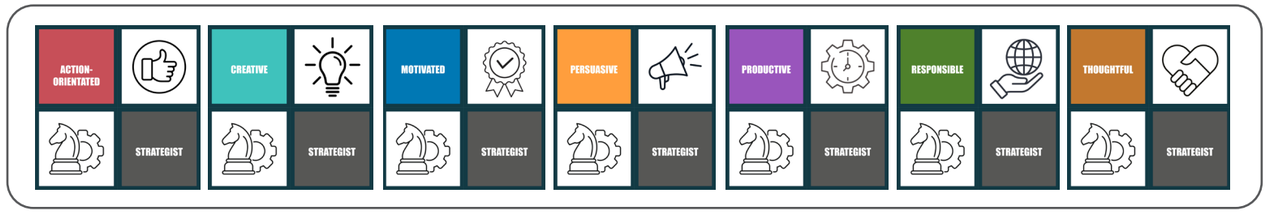
The options offered are infinitely fertile for new and diverse strategic thought. Any of 50 strategic approaches can be discussed and tried on any type of business. There is always another way of approaching business problems, and this training provides 50 of them.

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. Packed with immediately useful advice."
Graeme Adams, Head of Media, BT Group

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.**

Sustainability - It's Everybody's Business

CPD CERTIFIED
The CPD Certification Service

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.

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

SUSTAINABILITY
It's Everybody's Business
Senior Leadership Transformation Workshop
Making every department accountable for sustainability

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

ACTION-ORIENTATED | CREATIVE | MOTIVATED | PERSUASIVE | PRODUCTIVE | STRATEGIC | THOUGHTFUL
LONG-TERMIST

"If you want to move further, faster, we all need to work with a consolidated plan."
Oliver Joyce, Global Chief Transformation Officer, Mindshare

PLANET Heroes

CPD CERTIFIED
The CPD Certification Service

Whether you have 5 or 500 in your team, changing day-to-day behaviour through education will transform the culture of your business. Our Heroes workshop takes your team through the full PLANET System® – making it real and relevant to everyone.

Many companies struggle to mobilise their staff to take personal responsibility for sustainability issues, and this workshop does the trick by ensuring that participants are motivated to come up with initiatives and see them through.

EXAMPLE CONTENT

- **PANIC**: Why is this so important?
- **LEARN**: What do I really need to know?
- **AGREE**: What part do I want to play?
- **NAVIGATE**: What are my personal challenges?
- **ENACT**: What do I pledge to change?
- **TELL**: How am I going to spread the word and inspire others?

SIX STEPS TO BECOMING A
PLANET HERO

= THE PLANET SYSTEM®

SUMMARY

This is for company-wide culture change, to embed Sustainability 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

ACTION-ORIENTATED | CREATIVE | MOTIVATED | PERSUASIVE | PRODUCTIVE | STRATEGIC | THOUGHTFUL
LONG-TERMIST

"These thoughtful and persuasive techniques demonstrate the value of sustainable transformation."
Laura Schacht, Head of Sustainability & External Affairs, EECM Benelux, Suntory

THE PLANET SYSTEM®

ESG Improvement Framework

From The Sustainable Business Book

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 SNAPSHOT (FREE)

A Free Snapshot

A mini ESG self-audit with instant report containing 30 educational flashcards.

Free - no catch, it's part of our B Corp free education commitment.

Click to receive your Free ESG snapshot

PLANET PRO

Education + Improvement

A full ESG online self-audit with instant report, interactive dashboard, educational PDFs, and personalised improvement framework.

A kickstart to get you moving from good intent to action.

A stepping stone to formal certification programmes.

£500

Click to access PLANET Pro

PLANET STEP BY STEP

Support + Structure

Option One:
All the benefits of PLANET Pro, plus three personalised senior leadership team workshops.

Month 1 / Session 1
PANIC: Self-audit as a team.
LEARN: Personalised workshop.

Month 2 / Session 2
AGREE: Working through the improvement plan as a team.
NAVIGATE: Anticipating challenges.

Month 3 / Session 3
ENACT: Review of initial progress.
TELL: Agreement of appropriate internal + external impact reporting.
£3,000 + VAT

Option Two:
Bespoke consultancy.
£100 per hour
/ minimum engagement £2,000

Contact us to book your Step by Step programme

PLANET STRATEGY

Strategy + Positioning

Bespoke positioning consultancy to define your goals and commitments.

Creating a clear way of communicating this in an engaging way to internal audiences to drive cultural change and action, and to external audiences to bolster brand respect and loyalty.

£100 per hour
/ minimum engagement £2,000

Contact us to discuss PLANET Strategy

PLANET HEROES

Employee Engagement

Inspirational employee engagement workshops that create an army of new sustainability heroes throughout your business.

£100 per attendee
/ minimum 10 people

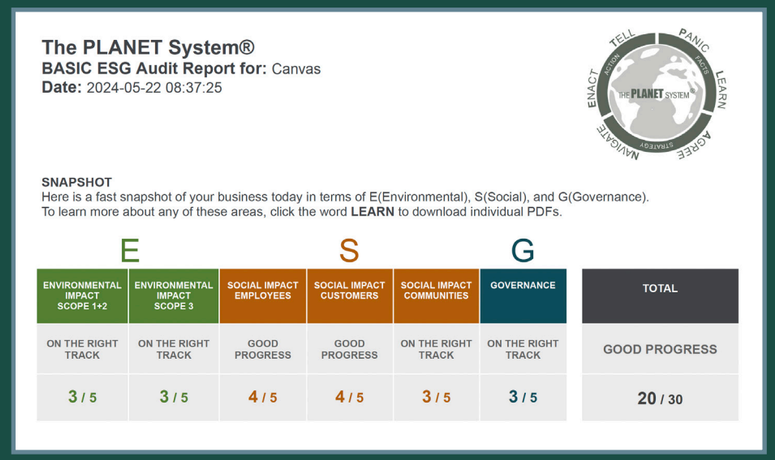
Contact us to discuss PLANET Heroes

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.

SPOTLIGHT ON PLANET SNAPSHOT

- It's FREE.
- Take the 30 question mini self-audit online.
- Receive an instant report with your scores.
- Includes 30 built-in educational flashcards.

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.



The PLANET System®
BASIC ESG Audit Report for: Canvas
Date: 2024-05-22 08:37:25

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	
ENVIRONMENTAL IMPACT SCOPE 1+2	ENVIRONMENTAL IMPACT SCOPE 3	SOCIAL IMPACT EMPLOYEES	SOCIAL IMPACT CUSTOMERS	SOCIAL IMPACT COMMUNITIES	GOVERNANCE	TOTAL
ON THE RIGHT TRACK	ON THE RIGHT TRACK	GOOD PROGRESS	GOOD PROGRESS	ON THE RIGHT TRACK	ON THE RIGHT TRACK	GOOD PROGRESS
3 / 5	3 / 5	4 / 5	4 / 5	3 / 5	3 / 5	20 / 30

ENVIRONMENTAL IMPACT - SCOPE 1+2*

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

ENVIRONMENTAL IMPACT - SCOPE 3*

1. Does the company have any Scope 3 emissions data?	No	LEARN
2. Has the company committed to a 'Net Zero' aligned carbon reduction programme?	No	LEARN
3. Does the company		
4. Does the company		
5. Does the company suppliers accountabl		

For more info

SOCIAL IMPACT – COMMUNITY

1. Does the company have a set charitable giving policy?	Yes	LEARN
2. Does the company give away any product or service for free (to those who cannot afford it)?	Yes	LEARN
3. Does the company support local events?	Yes	LEARN
4. Does the company support employee community service/volunteering?	No	LEARN
5. Does the company offer local apprenticeship programmes?	No	LEARN

GOVERNANCE

1. Does ESG play a central role in the company's mission (vision, values and purpose)?	Yes	LEARN
2. Is ESG a fixed agenda item at all board meetings?	No	LEARN
3. Are environmental and social responsibility criteria built into performance reviews, KPIs and bonuses?	No	LEARN
4. Does the company have written policies to cover corporate governance?	Yes	LEARN
5. Have all staff received sustainability training including social and environmental responsibility?	Yes	LEARN

*The GHG (greenhouse gas) Protocol Corporate Standard classifies a company's GHG (greenhouse gas) emissions into three 'scopes': Scope 1 = direct emissions from owned or controlled sources; Scope 2 = indirect emissions from the generation of purchased energy; Scope 3 = all other indirect emissions that occur in the value/supply chain, including both upstream and downstream emissions. Download PDFs for more detail.
**Carbon offsetting is a complex area and only suggested to compensate for or neutralise unavoidable emissions (and not as an alternative to carbon reduction measures). Also using independently verified internationally recognised organisations, such as Gold Standard.

For more information on The Sustainable Business Book and The PLANET System® products visit: sustainablebusinessbook.com

THE PLANET SYSTEM®
ESG Improvement Framework
From the Sustainable Business Book

HOW DO WE OBTAIN BASELINE SCOPE 1+2 EMISSIONS DATA?

sustainablebusinessbook.com

e. Unless you establish a proper
y, you will be unable to show proper
oals.

as your Scope 1 + 2 emissions. The GHG
ndard classifies a company's GHG
o are:

controlled sources (e.g. gas for heating
-owned vehicles).

eration of purchased energy (e.g.

SCOPE 2 – INDIRECT
e.g. purchased electricity

SCOPE 3 – INDIRECT
e.g. product distribution, sales, consumer use, end of life, disposal

COMPANY → DOWNSTREAM ACTIVITIES

- 3 (Upstream and Downstream)

mpany car fuel bills and use a carbon
n dioxide equivalents). Then you will have

ulators, such as Carbon Trust. An
Greenhouse gas reporting: conversion
factors.

For additional free advice on calculating your wider business carbon footprint, visit
The Energy Saving Trust website.

sustainablebusinessbook.com

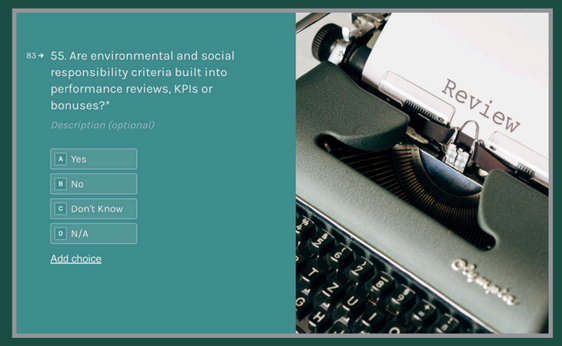
For full details of all The PLANET System® products, visit: ThePlanetSystem.com.

SPOTLIGHT ON
PLANET PRO

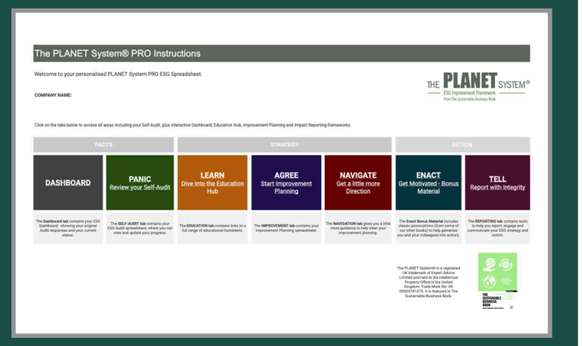
All of The PLANET System® products are designed to help organisations self reflect on their current status and move to action.

PLANET Pro is the full interactive platform that leads you through The PLANET System® framework. It contains an interactive self-audit results spreadsheet, an automated dashboard, interactive improvement and communication tools, plus over 100 downloadable learning PDFs.

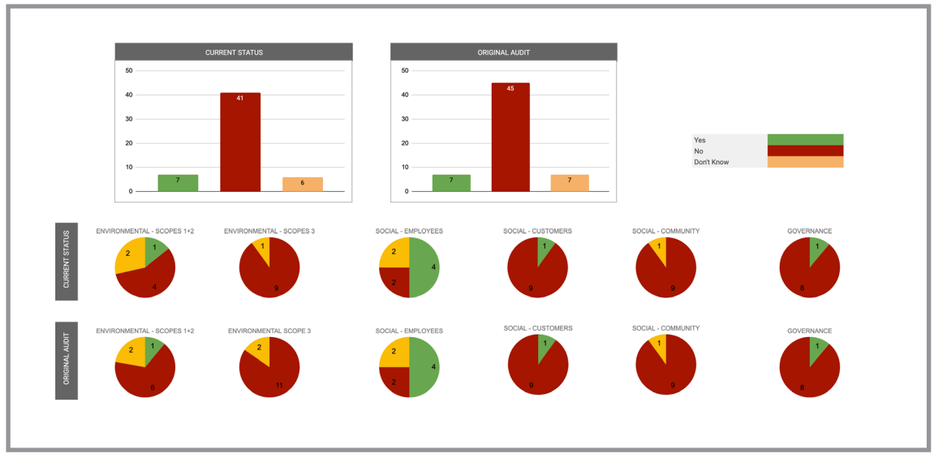
Step One:
Complete the full PLANET self-audit of around 75 questions.



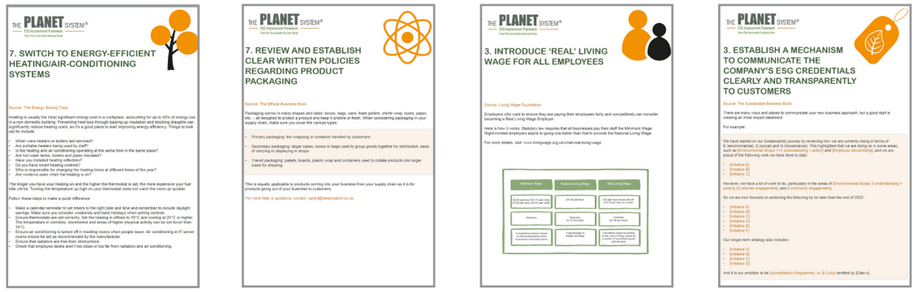
Step Two:
Within minutes, receive your interactive online spreadsheet.



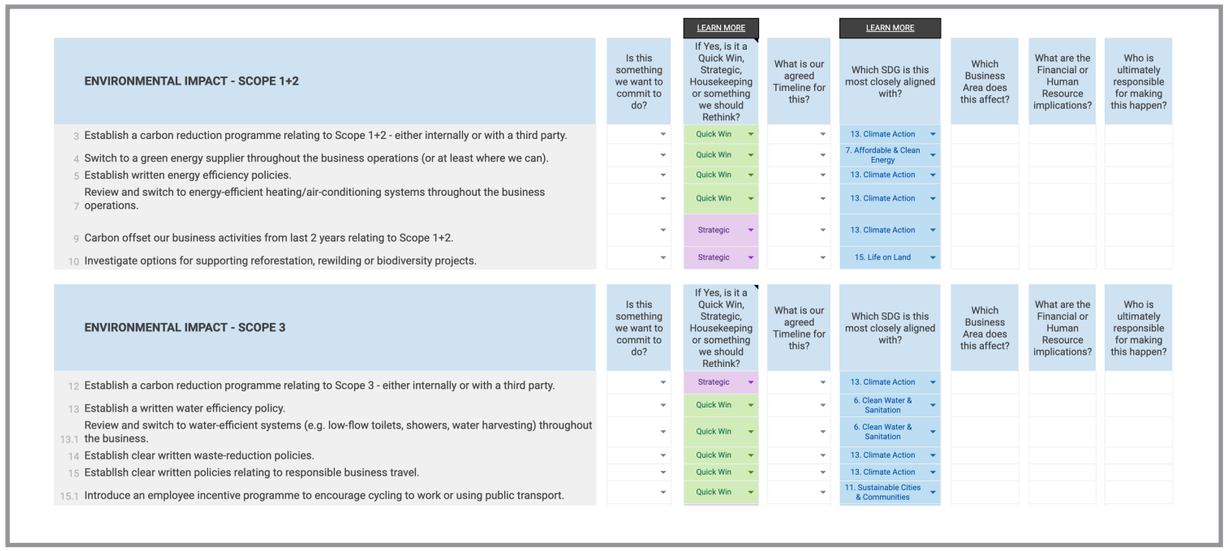
Step Three:
Check out your dashboard and review your current status.



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



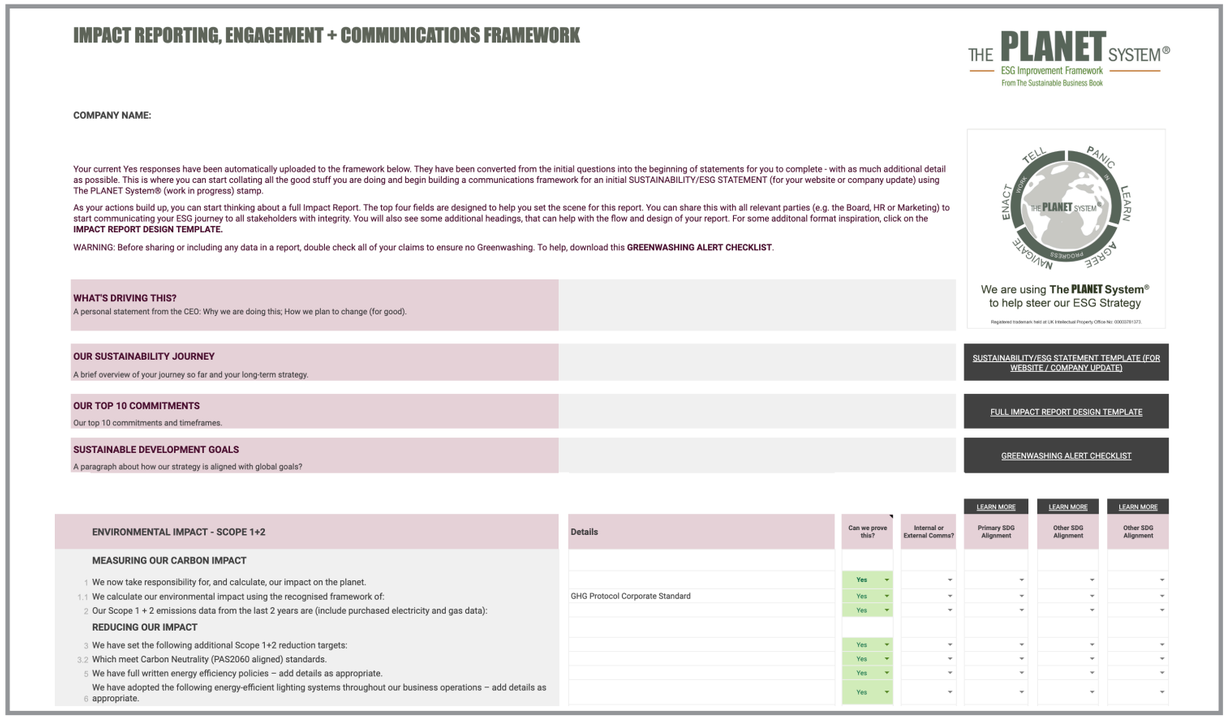
Step Five:
Gather your team together and work through your personalised improvement plan, agreeing what areas to prioritise, appropriate timeframes, what human or financial resources are necessary, and who's ultimately responsible for getting it done.



	ENVIRONMENTAL IMPACT - SCOPE 1+2	Is this something we want to commit to do?	LEARN MORE If Yes, is it a Quick Win, Strategic, Housekeeping or something we should Rethink?	What is our agreed Timeline for this?	LEARN MORE Which SDG is this most closely aligned with?	Which Business Area does this affect?	What are the Financial or Human Resource implications?	Who is ultimately responsible for making this happen?
3	Establish a carbon reduction programme relating to Scope 1+2 - either internally or with a third party.		Quick Win		13. Climate Action			
4	Switch to a green energy supplier throughout the business operations (or at least where we can).		Quick Win		7. Affordable & Clean Energy			
5	Establish written energy efficiency policies.		Quick Win		13. Climate Action			
7	Review and switch to energy-efficient heating/air-conditioning systems throughout the business operations.		Quick Win		13. Climate Action			
9	Carbon offset our business activities from last 2 years relating to Scope 1+2.		Strategic		13. Climate Action			
10	Investigate options for supporting reforestation, rewilding or biodiversity projects.		Strategic		15. Life on Land			

	ENVIRONMENTAL IMPACT - SCOPE 3	Is this something we want to commit to do?	If Yes, is it a Quick Win, Strategic, Housekeeping or something we should Rethink?	What is our agreed Timeline for this?	Which SDG is this most closely aligned with?	Which Business Area does this affect?	What are the Financial or Human Resource implications?	Who is ultimately responsible for making this happen?
12	Establish a carbon reduction programme relating to Scope 3 - either internally or with a third party.		Strategic		13. Climate Action			
13	Establish a written water efficiency policy.		Quick Win		6. Clean Water & Sanitation			
13.1	Review and switch to water-efficient systems (e.g. low-flow toilets, showers, water harvesting) throughout the business.		Quick Win		6. Clean Water & Sanitation			
14	Establish clear written waste-reduction policies.		Quick Win		13. Climate Action			
15	Establlsh clear written policies relating to responsible business travel.		Quick Win		13. Climate Action			
15.1	Introduce an employee incentive programme to encourage cycling to work or using public transport.		Quick Win		11. Sustainable Cities & Communities			

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.



IMPACT REPORTING, ENGAGEMENT + COMMUNICATIONS FRAMEWORK

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

COMPANY NAME:

Your current Yes responses have been automatically uploaded to the framework below. 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 (for your website or company update) using The PLANET System® (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 set the scene for this report. You can share this with all relevant parties (e.g. the Board, HR or 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 additonal format 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 (for 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 timeframes.

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

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

Registered trademark held at UK Intellectual Property Office No: 00003781373.

SUSTAINABILITY/ESG STATEMENT TEMPLATE (FOR WEBSITE / COMPANY UPDATE)

FULL IMPACT REPORT DESIGN TEMPLATE

GREENWASHING ALERT CHECKLIST

	ENVIRONMENTAL IMPACT - SCOPE 1+2	Details	Can we prove this?	Internal or External Comms?	LEARN MORE Primary SDG Alignment	LEARN MORE Other SDG Alignment	LEARN MORE Other SDG Alignment
	MEASURING OUR CARBON IMPACT						
1	We now take responsibility for, and calculate, our impact on the planet.		Yes				
1.1	We calculate our environmental impact using the recognised framework of:	GHG Protocol Corporate Standard	Yes				
2	Our Scope 1 + 2 emissions data from the last 2 years are (include purchased electricity and gas data):		Yes				
	REDUCING OUR IMPACT						
3	We have set the following additional Scope 1+2 reduction targets:		Yes				
3.2	Which meet Carbon Neutrality (PAS2060 aligned) standards.		Yes				
5	We have full written energy efficiency policies – add details as appropriate.		Yes				
6	We have adopted the following energy-efficient lighting systems throughout our business operations – add details as appropriate.		Yes				

The Employer Employee Value Exchange

Following a lot of conversations with CEOs and HR Directors about training, staff skills, team morale, and the challenges of sustaining a skillful and motivated workforce when they are frequently working at home, we conducted a survey.

The main themes that emerged were about finding or developing people who understand what the employer/employee value exchange is. These people:

- Are properly engaged
- Drive their own career development through presence and profile
- Understand what is expected of them as an employee in the modern workplace
- Take ownership of their work
- Can think independently and broadly
- Demonstrate leadership qualities
- Understand true strategy, rather than just the transactional, tactical or short-term

In response to this, we have created a new training product that helps people with engagement, ownership, presence and independence.

EXAMPLE CONTENT

TRUE ENGAGEMENT
- Being yourself
- You are what you do
- Owning your career

PRESENCE & PROFILE
- Motivation
- Knowledge
- Confidence

OWNERSHIP OF YOUR WORK
- Setting clear direction for yourself
- Essentialism
- Autonomy & purpose

INDEPENDENT THINKING
- Assertive inquiry
- Owning your own thinking
- Clarity & resilience

SUMMARY

This is for companies whose workforce has become somewhat disaffected and for those who are failing to commit or engage with collective culture.

OUTCOME

Once completed, there will be a greater sense of unity and purpose in the team or the whole company. There will be no misunderstanding between what the employer expects of staff and what staff understand is expected of them. This clarity leads to a more purposeful group who know what they are doing and why, leading to faster outcomes on projects and happier people all round.

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 and deal with difficult bosses.
- How to get promoted.
- Mentoring is free to anyone who has been made redundant.

Early Careers, Students and 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.

ONLINE ACADEMY

As part of our commitment to create, educate and donate, the core of our work can be found as courses online at expertadvice.freshlearn.com.

These cover the basics that most businesspeople need 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

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, Italy, 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.

Clients + Partners

Recent clients and partners include:

UM
pHd
VisitEngland
dentsu
NIKE
News UK
Ogilvy
WFA World Federation of Advertisers
BATTERSEA
HAVAS
groupm
T&Pm
MEDIABRANDS
the guardian
VCCP
MANCHESTER UNITED
THE TIMES
HOSPA The Hospitality Professionals Association
KING'S College LONDON
OVID HEALTH
bpma british promotional merchandise association
M&CSAATCHI
KINSFOLK&CO
CREST MEDICAL
HELP for HEROES
KNIGHTS BROWN
WAVEMAKER MEDIA. CONTENT. TECHNOLOGY.
\MAL TBWA\MEDIA ARTS LAB
EE
bennett hay GROWING TOGETHER
STRUTT & PARKER
KINESSO
Mother
MINDSHARE
Business South
SUNTORY SUNTORY BEVERAGE & FOOD
OXYGEN ACTIVEPLAY
JLL
Hearts & Science
SAATCHI & SAATCHI
MEDIAHUB WW
SIR RICHARD SUTTON LIMITED
publicis WORLDWIDE
IRIS
WHYTE
Initiative
VSC VICTORY SERVICES CLUB
EXCLUSIVE COLLECTION
essencemediacom

"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

Expert Advice
Sleeping Lion
CREATE. EDUCATE. DONATE.

Certified B Corporation