IMPACT REPORT 2024

Expert Advice Sleeping Lion

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.

2024 was year three of a perpetual process of improving the business and continuing to generate helpful materials and provide time, products and money for good causes, as part of our company purpose of Create, Educate + Donate.

Kevin & Sarah Duncan

2024 highlights included:

- BCorp recertification with a score of 139.3.
- Training over 500 people as part of our educational remit.
- Donating 250 books to worthwhile causes.
- Redundancy mentoring for 33 people.
- The launch of a 16-part educational podcast series called Desert Island Sustainability Risks that features in-depth conversations with top sustainability experts.
- The staging of a series of educational events highlighting sustainability issues and solutions, including ESG in Action at The Independent Hotel Show and our first Great Green Balloon Debate.
- Over 250 companies using The PLANET System® online products to improve their businesses.
- The development and promotion of The ACES System® - a financially accessible diagnostic typology and microlearning system that helps individuals develop their skills and be their best business self.
- The Sustainable Business Book being shortlisted for the Business Book Awards.
- The launch of The Smart Performance Book, The Early Career Book, the 10th anniversary edition of the best-selling The Diagrams Book, and a new paperback edition of The Smart Strategy Book.
- The Smart Performance Book and The Diagrams Book both featuring in the WHSmith best seller chart.

In 2025 we plan the following:

- To launch a Regenerative Tourism guide on behalf of Visit England.
- To launch a Planet Heroes app to help employees improve their sustainability understanding and associated behaviour.
- To elevate further our educational podcast series Desert Island Sustainability Risks by inviting the most regarded thinkers in the UK to participate.
- To increase the amount of training and consultancy we undertake that relates to ESG + sustainability.
- To increase our cash charity donations and widen their scope.
- To continue to find good causes to whom we donate our books.
- 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 bring The ACES System® to a wider audience – both corporate and individual.
- To continue to monitor our Scope 1 + 2 emissions.
- To start to understand our Scope 3 emissions properly and establish some baseline data.

CREATE

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 things we care about through our commitment to donate a minimum of 5% of annual revenue to good causes (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

EDUCATE

OUR BOOKS

OUR TRAINING + CONSULTANCY

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

DONATE

OUR CHOSEN 2025 CHARITIES

Hospitality Action
GREAT BUSTARD GROUP
BIG ISSUE
freedom4girls
WaterAid
TREE AID
Crisis
CENTRE POINT
SURFERS AGAINST SEWAGE

IMPACT AREA PLANS AND PROGRESS

WHAT WE SAID WE WOULD DO	WHAT WE DID

SOCIAL

Increase cash charity donations	**Books + Products** We continued our policy of product donations to good causes: **Books** - Centrepoint educational kits 80 - Smart Performance charity launch 70 - Independent Hotel Show 60 - MediaHub 40 (total = 250 value £3,300) **Online Products** The PLANET System® Basic 200 (estimated value £5,000) THE ACES System® 148 (value £7,400) **Cash** Plus we donated to all our main charities and a selection of smaller causes. £5,615
Find good causes to donate our books to (particularly seeking out younger audiences).	Centrepoint: 80 book kits donated
Provide FREE ESG self-audits to SMEs via The PLANET System®.	Over 200 companies using The PLANET System® online products to improve their businesses.
Provide pro bono work that supports education +/or conservation.	Over 40 hours of redundancy mentoring for 33 people (estimated value £4,000)

WHAT WE SAID WE WOULD DO	WHAT WE DID
Increase training and consultancy that relates to ESG + sustainability.	Over 100 trained at the British Promotional Marketing Association, launch of the Visit England Regenerative Tourism Guide, and consultancy work for Bennett Hay, Kinsfolk, Lock & Co and Victory Services Club.
Build on The ACES System® by launching The Smart Performance Book.	The Smart Performance Book was launched on October 24. 1,000 copies sold to the general public and 70 at a charity book launch which raised £500 for Centrepoint.

ENVIRONMENT

Monitor and reduce Scope 1+2 emissions.	- See Environmental Impact
Start to understand Scope 3 emissions properly and get baseline data.	- Not acheived

GOVERNANCE

Company transparency - annual social + environmental impact report.	- See this Report.

SOCIAL IMPACT

We returned to profitability this year and were able to enact our charity policy in full.

Our book and product donations were £15,700, our pro-bono work was significant at £3,300, plus we donated £5,615 in cash so the total value of our charitable activities in this financial year was £24,615.

The main individual charity beneficiaries this year were:

CENTRE POINT ENDING YOUTH HOMELESSNESS

Crisis Together we will end homelessness

BIG ISSUE

OXFAM

WaterAid

TREE AID

WWF

GREAT BUSTARD GROUP

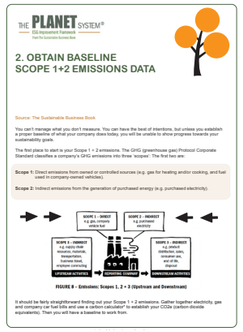
SOCIAL IMPACT

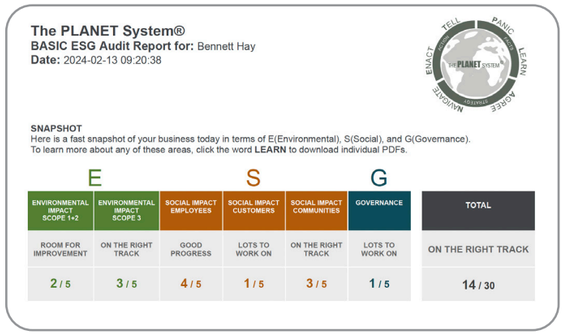
Following the publication of The Sustainable Business Book, we continued to push The PLANET System® products.

This includes a free ESG online self-audit that generates an instant report including 30 downloadable educational PDFs. This was used by over 250 businesses in 2024, 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 these is £6,250 which, along with our 2023 efforts, means that over £12,000 worth of value has been provided in this way.

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

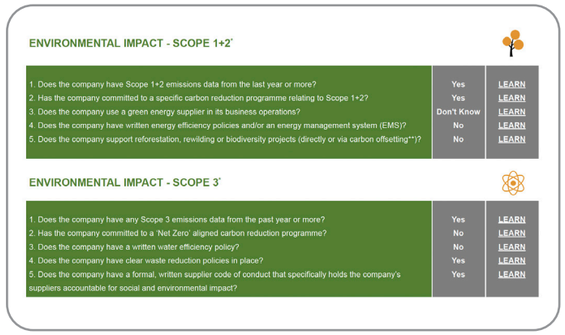




The PLANET System®
BASIC ESG Audit Report for: Bennett Hay
Date: 2024-02-13 09:20:38

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	
ENVIRONMENTAL IMPACT SCOPE 1+2	ENVIRONMENTAL IMPACT SCOPE 3	SOCIAL IMPACT EMPLOYEES	SOCIAL IMPACT CUSTOMERS	SOCIAL IMPACT COMMUNITIES	GOVERNANCE	TOTAL
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	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)?	No	LEARN
5. Does the company support reforestation, rewilding or biodiversity projects (directly or via carbon offsetting***)?	No	LEARN

ENVIRONMENTAL IMPACT - SCOPE 3*

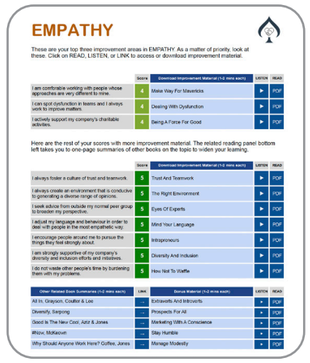
1. Does the company have any Scope 3 emissions data from the past year or more?	Yes	LEARN
2. Has the company committed to a 'Net Zero' aligned carbon reduction programme?	No	LEARN
3. Does the company have a written water efficiency policy?	No	LEARN
4. Does the company have clear waste reduction policies in place?	Yes	LEARN
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	LEARN

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

ACES
Be Your Best Business Self

In 2024 we synchronised it with the launch of The Smart Performance Book.

We decided to continue to offer this free of charge in 2024 to SMEs. The retail price is £50, and the giveaway value was therefore £7,400.



ENVIRONMENTAL IMPACT

In 2024 we used 1859.4 kWh of electricity – up from 1,759 kWh in 2023.

In 2024 we used 6106 kWh of gas – down from 7,225 kWh in 2023.

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.

OUR CONTINUING BCORP JOURNEY

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 encouraged us to focus strongly and clearly on those 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
Tree Aid	1/2/3/4/5/6/8/10/11/12/13/15

VERIFIED RECERTIFICATION SCORE

Our first BCorp verified score was 94.3.

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

The main area where we made significant improvement was 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.

Having set ourselves a target for our recertified B Corp score at 100, we were delighted to achieve a new score of 139.3

139.3

CREATE. EDUCATE. DONATE.

expertadviceonline.com
sustainablebusinessbook.com