

Certified



Corporation



EVERYTHING A SMART BUSINESS BRAIN NEEDS



2024



Founders: Kevin & Sarah

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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.

In 2022 we became a Certified B Corp. Our company purpose is to create, educate and donate.

CREATE

- We have read and summarised over 500 business books and made the summaries available for free through [Greatest Hits Blog](https://greatesthitsblog.com) (greatesthitsblog.com).
- We have written over 40 business books, including 10 best-selling and award-winning Concise Advice titles.
- We have invented [The Aces System®](#) business skills typology and microlearning platform for individuals, teams, or entire companies.
- We have invented [The PLANET System®](#), an online Sustainability/ESG self-audit, education, and improvement platform.

EDUCATE

- We have over 16 established training programmes (in-person or online) and have trained over 20,000 people.
- We also offer a library of sampler educational content available for free for those without significant training budgets.
- We collectively have over 100 years of business experience in a range of sectors, including leadership roles and international projects.
- We offer consultancy, mentoring and facilitation - from board level to early careers.

DONATE

- We donate at least 5% of our annual revenue to charity through cash donations, books and pro bono work.



Accessible to Everyone

Expert Advice/Sleeping Lion has a suite of training, educational and advisory products to suit all business needs and resources.

- If you have no money, there are 10 blogs with a range of videos, podcasts, example techniques and templates to download. Plus The PLANET System® sustainability self-audit is free, generating an ESG report in less than a minute. And our online academy allows you to download courses and modules to replicate some of our in-person training wherever you are in the world.
- If you have a little money, there are a set of books, ebooks, and audiobooks to buy for less than £10.
- If you have £50-1000, The Aces System® skills typology and self-improvement platform for individuals costs just £50. The PLANET System® suite of online products also 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, 11 of them written by Kevin, Sarah and Rosie.

Unlike most business books that are too long and padded out with too much material, these books take the full wisdom of wide-ranging business reading and reduces concepts down to their pithy minimum, typically on one spread.

On average each book or topic is the result of over 25 other books, researched, summarized, condensed, and re-purposed to generate templates and techniques ready for immediate action and application.

Deep wisdom, judiciously applied, means that the books, topics, templates and customized material are a fertile resource for any business.

This allows the time-pressed executive to grasp ideas at speed and put them into practice straightaway.

The handy pocketbook format is ideal for training, note-taking and idea generation on the go.

With their highly visual format and minimal copy, the books have a wide international appeal and have been translated into over 20 languages.

Sales to date are around the 250,000 mark.

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

Hardback



Paperback



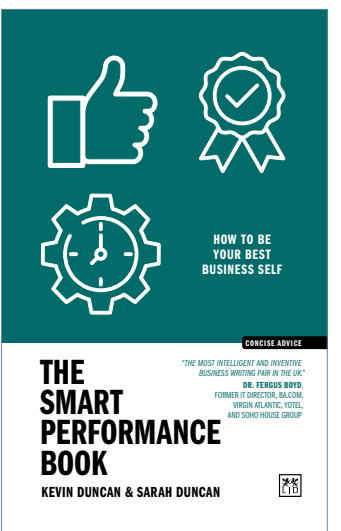
Out October 2024 The Smart Performance Book

The Smart Performance Book is a comprehensive profiling system & self-improvement guide. At the heart of this book is the ingenious ACES System® - a diagnostic tool that enables you to assess your personal strengths and identify self-improvement areas to help you succeed in the modern business world.

It provides a common language to make sure that people of all types and generations can communicate effectively, respect each other's complimentary skills, and work coherently as a team.

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. In short, it ensures that everyone can be their best, get along and get ahead.



Certified B Corp

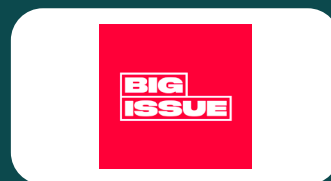


We became a BCorp because we feel strongly about social and environmental issues. Our commitment to the BCorp process shows a wider intent to help people and the planet.

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

As part of this, we made a commitment that each year we will donate at least 5% of our annual revenue to charity through cash donations, books and pro bono work.

We have refined our charity approach to support four main beneficiaries:



The Team

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

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

KEVIN DUNCAN is a business adviser, marketing expert, and motivational speaker. He is the UK's best-selling business author, and has written over 20 books, which have sold over 250,000 copies, and been translated into over 20 languages. They have been voted Telegraph Business Club Book of the Week, WHSmith Book of the Month and Foyles Book of the Month.

After 20 years in advertising and direct marketing, he has spent the last 23 years as an independent troubleshooter. In agencies, he worked with 400 clients, deployed £600m of funds on over 200 brands, oversaw over 1,000 projects, and won 35 awards for creativity and effectiveness. As Expert Advice, he has carried out over 900 jobs for over 200 clients.

SARAH DUNCAN is a business advisor who now specialises in Sustainability (ESG). She has been in business for over 35 years.

She wrote The Ethical Business Book in 2019, and co-wrote The Sustainable Business Book with Kevin in 2022. She has continued to build her knowledge in the area of sustainability by successfully completing a Business Sustainability Management course at Cambridge Institute for Sustainability Leadership and a Circular Economy course with Delft University of Technology. She designed and created The PLANET System® and The ACES System® online products. She helps businesses understand the commercial and moral benefits of sustainable and ethical business practice (or ESG - Environmental Social Governance).

ROSIE DUNCAN has over 15 years of experience across 40 brands. She has worked in all corners of the marketing industry, including creative, digital, media and production agencies, media owners and client side, including Saatchi & Saatchi, Wavemaker, Metro and King's College London. She has 19 industry awards to her name, one of which is the world-renowned Young Cannes Lions Award.

She is especially interested in areas surrounding communications and mental health, working with several mental health research centres at King's College London alongside mentoring those in the first decade of their careers. She is author of The Early Career Book, and co-author of The Excellence Book with Kevin. She is also on the Marketing Advisory Board for Help for Heroes.

SHAUNAGH DUNCAN is a sustainability professional with 10 years' experience in the creation, development, management and delivery of sustainability strategies across different sectors. She is currently working as Head of Sustainability for Europe & International Markets at Oatly. Shaunagh thrives in the sweet spot between science, policy and comms, creating and delivering engaging sustainability strategies backed by science.

She is a Master of Business Administration and has an MSc in Sustainable Energy Futures from Imperial College London. She provides ad-hoc advice through Expert Advice/Sleeping Lion on particularly technical aspects of sustainability.



For Individuals

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

Step One:
Short online assessment (80 questions).

4 → I prefer action to just talking about things.*
Description (optional)

1 2 3 4 5
Strongly disagree Strongly agree

Step Two:
Eight capability areas assessed.



Step Three:
56 possible typologies.



- 7-minute online self-assessment
- 56 different skills typologies
- 1 instant report
- 120 pieces of built-in microlearning



Step Four:
Top two strengths determines typology.

My ACES typology is a Responsible Inventor

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

Find out yours: theACESsystem.com

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

Step Five:
Instant customised report, including 120 pieces of built-in signposted self-development microlearning.

Your answers to The Aces System® questions show your current typology as:

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

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

Attitude	Action	Creativity	Communication
Efficiency	Empathy	Strategy	Sustainability

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

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

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

ATTITUDE

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

	Score	Download Improvement Material (1-2 mins each)	LISTEN	READ
I prefer acting to just talking about things.	2	You Are What You Do	▶	▶ PDF
I understand that other people may be less enthusiastic about what I am doing than I am.	2	Personal Focus	▶	▶ PDF
I use solitude for productive thinking time.	2	How To Think Alone	▶	▶ PDF

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

	Score	Download Improvement Material (1-2 mins each)	LISTEN	READ
I have long-term resilience and am able to stick with projects.	3	Establishing Endurance	▶	▶ PDF
I can turn frightening things into opportunities.	4	Turning Fear Into Success	▶	▶ PDF
I am able to pause and reflect on my work from time to time.	4	Pausing To Think	▶	▶ PDF
I am prepared to put the necessary effort in to create opportunities.	4	Effort Creates Opportunity	▶	▶ PDF
I deliberately break my routine from time to time to keep things fresh.	4	Changing Your Routine	▶	▶ PDF
I own up when something goes wrong and then seek advice.	5	Confess And Consult	▶	▶ PDF
I am prepared to ditch initiatives that are OK, but not great, in order to improve quality.	5	Keep The Best, Bin The Rest	▶	▶ PDF

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

9. BE AN ESSENTIALIST

It's not a clear job, then it's a mess.

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

It takes the same amount of energy to do 100 things as it does to do 10.

Concentrate only on what is essential.

This concept works just as well for the things that we do each day as it does for the things that we do once a year. It's a matter of how you do it. It's a matter of how you do it. It's a matter of how you do it.

ASK YOURSELF: Can you do this job better by stopping or giving more thought to your management?

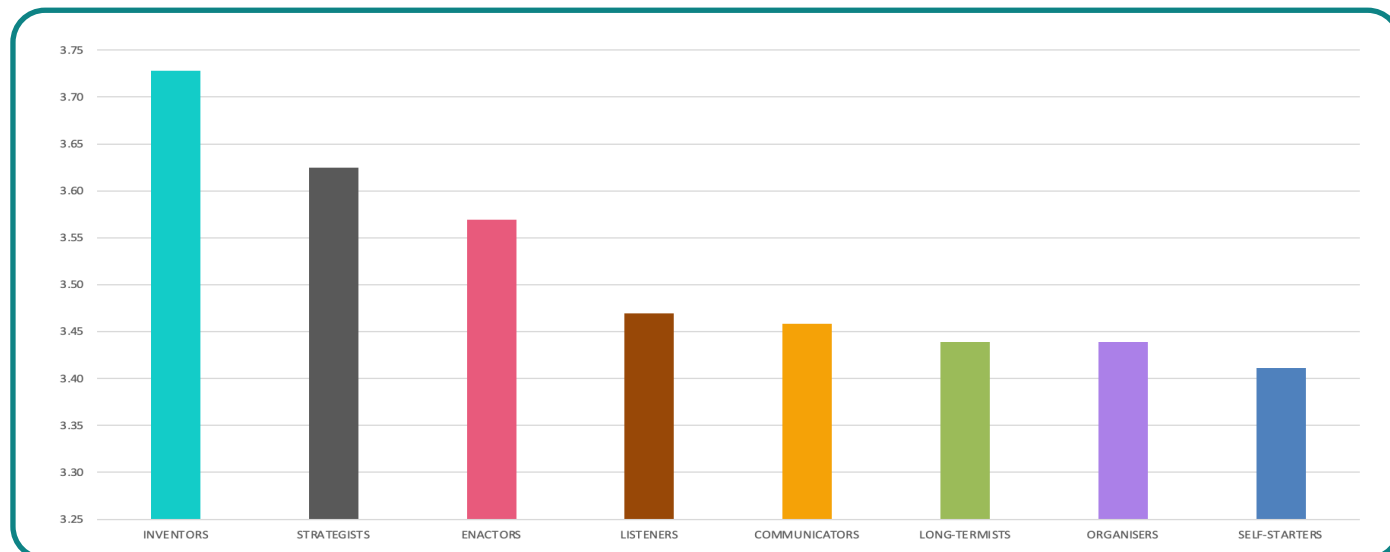
- Fast company overview
- Based on individual's self-assessment
- Focused on skills, not personality or psychometrics
- Full company report on strengths and gaps
- Built-in microlearning for all

For Companies

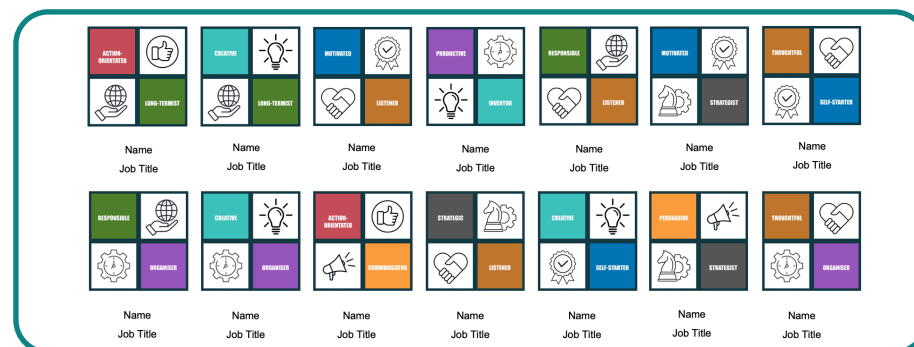
Companies can use The ACES System® to gain an immediate overview of the skills range of their staff, analyse current team strengths and weaknesses, identify skills gaps, provide immediate signposted microlearning and development support, and inform recruitment and training decisions.

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.

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



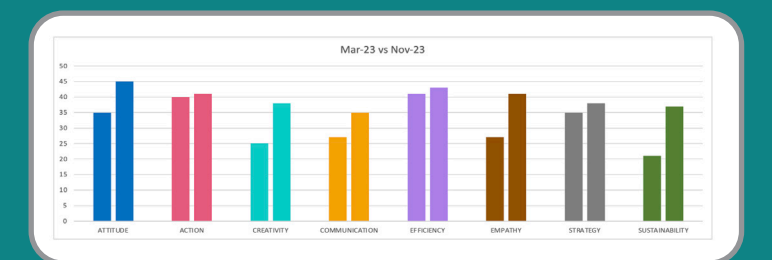
Step Two:
Typologies assessed by department or team.



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

		HIGHEST SCORE (PRIMARY)								
		ATTITUDE Self-starter	ACTION Enactor	CREATIVITY Inventor	COMMUNICATION Communicator	EFFICIENCY Organiser	EMPATHY Listener	STRATEGY Strategist	SUSTAINABILITY Long-termist	
SECOND HIGHEST SCORE (SECONDARY)	ATTITUDE Self-starter		Motivated ENACTORS	Motivated INVENTORS	Motivated COMMUNICATORS	Motivated ORGANISERS	Motivated LISTENERS	Motivated STRATEGISTS	Motivated LONG-TERMISTS	0
	ACTION Self-starter	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 Newbold		Persuasive ORGANISERS	Persuasive LISTENERS Doug Terrell, 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 Stephen 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 DiRenzo	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	Responsible LONG-TERMISTS	1
		0	0	2	5	2	3	0	0	

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



Being Your Best Business Self

This training offers 50 Ways To Be Your Best. It draws together 50 ingenious thoughts to improve your attitude, your approach to life and work, the questions you ask, the decisions you make, and your mental health in general.



EXAMPLE CONTENT

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

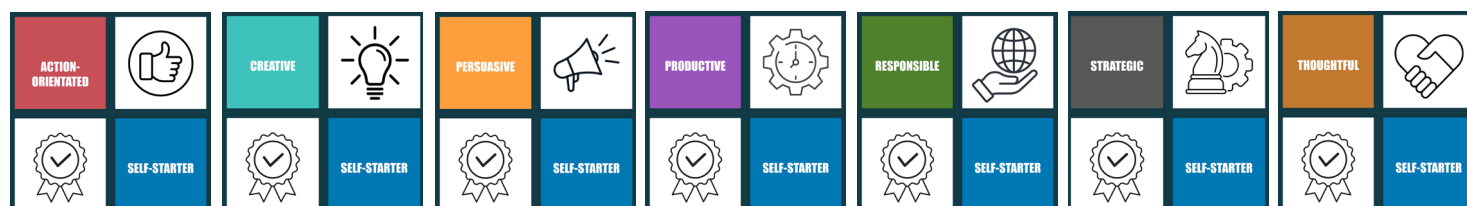
At the heart of this training are the personal pledges that attendees are encouraged to make. Typically, they will all find 5-10 provocations that stimulate them to change their attitude or approach to life and work. Mental health has never been more important, and these suggestions can help.

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

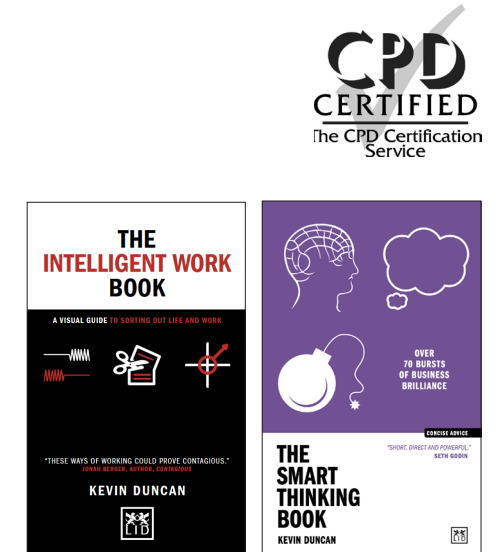
#Now - Max McKeown
 Playing to Win - Lafley & Martin
 The Stupidity Paradox - Alvesson & Spicer
 Conflicted - Ian Leslie
 Effortless - Greg McKeown
 The Intelligence Trap - David Robson



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

Smart Negotiation Skills

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

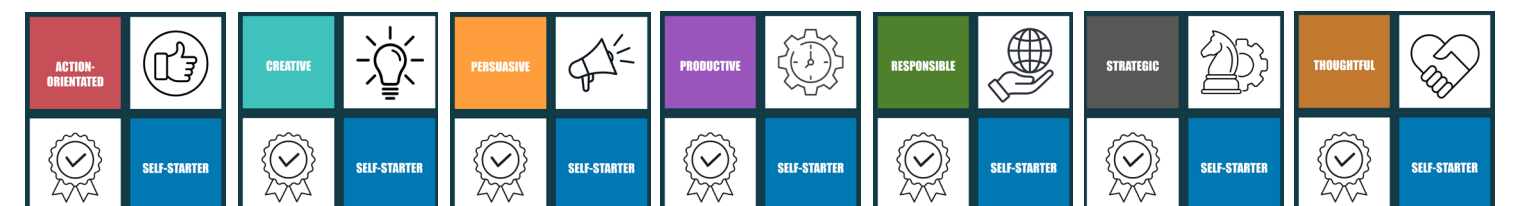
This is a powerful framework that teaches the skills of excellent negotiation, plus the things that can go wrong. The exercises are always bespoke per session, tailored to the industry, category, company, customer, client, or discipline.

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

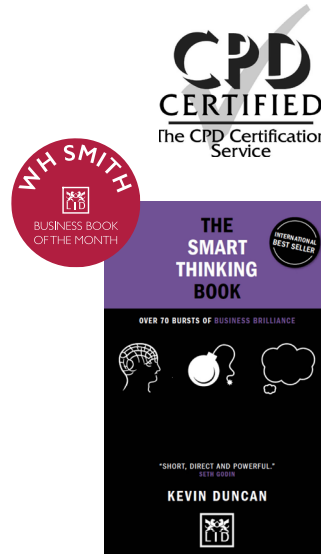
Never Split The Difference – Chris Voss
 The Yes Book – Clive Rich
 Think Again – Walter Sinnott-Armstrong
 The Negotiation Book – Steve Gates
 Do Deal - Hoare & Gummer



"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

Smart Business Thinking

Over 70 bursts of business brilliance. The sticky note format is ideal for stimulating teams in fast-paced sessions. Topics include growth, communication, innovation, creativity, relationships, and thinking.



EXAMPLE CONTENT

GROWTH

- 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



"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

Sophisticated Selling

The latest thinking on modern selling techniques, and how to nurture and sustain excellent long-term relationships with clients and customers.



EXAMPLE CONTENT

YOUR ATTITUDE

- 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

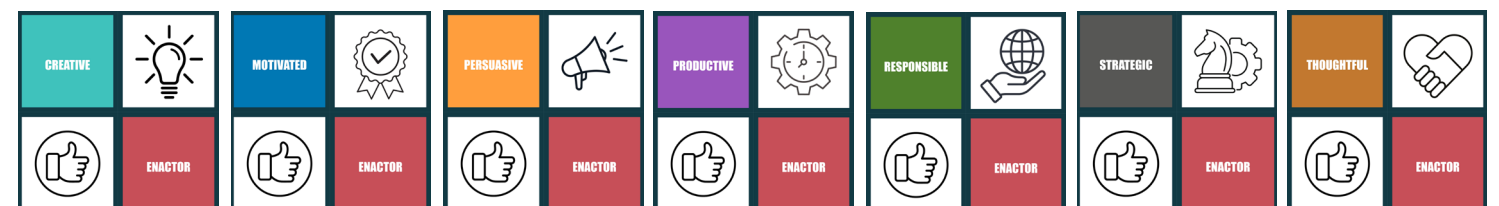
A powerful hybrid of self-awareness and selling approaches. This wisdom combines both disciplines because over the years it has become apparent that the two are indivisible. Less-experienced attendees will learn all the basic skills, and those with more experience can be coaxed to more advanced skills.

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

Creative Idea Generation

How to run brainstorming 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

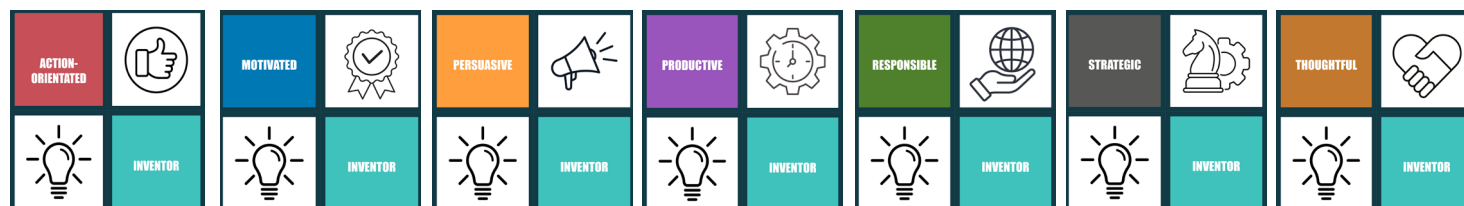
This format is hugely productive. It is not uncommon to generate over 100 ideas per session. Once the techniques are understood, they are immediately applied to the specific business issues of the customer or client.

OUTCOME

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

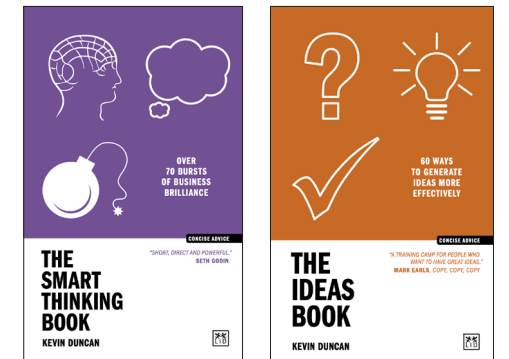
SAMPLE SOURCE MATERIAL

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



Smart Thinking + Innovation

A series of provocations to provide the springboard for original thinking. Fast-paced stimulation that can be attached to any brief or challenge, leading to a high quantity of innovative, lateral thinking.



EXAMPLE CONTENT

GROWTH

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

INNOVATION

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

CREATIVITY

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

ACTION

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

SUMMARY

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

OUTCOME

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



"When you want to take your mind for a sprint, pack The Smart Thinking Book as your protein bar."

"Kevin's bite-size techniques are practical and immediate, unlocking the creativity that lies within."

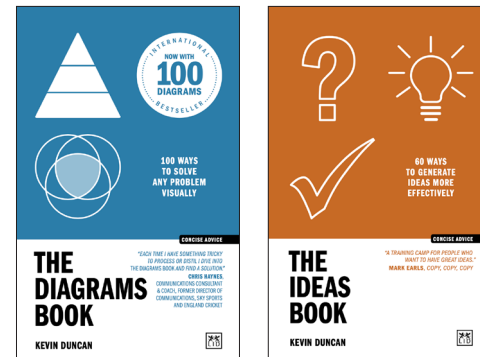
Paul Davies, BBC Director of Marketing & Audiences

Richard Hytner, Deputy Chairman, Saatchi & Saatchi Worldwide

Presentation Skills (POV to LOA)



From point of view (POV) to line of argument (LOA). How to have an opinion and get your point across effectively. Advanced presentation and selling skills.



EXAMPLE CONTENT

THE IMPORTANCE OF A POV

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

MAKING SURE YOU HAVE A POV

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

ONCE YOU HAVE YOUR POV

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

SAY IT ON ONE CHART

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

PRESENTING PERSUASIVELY

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

SUMMARY

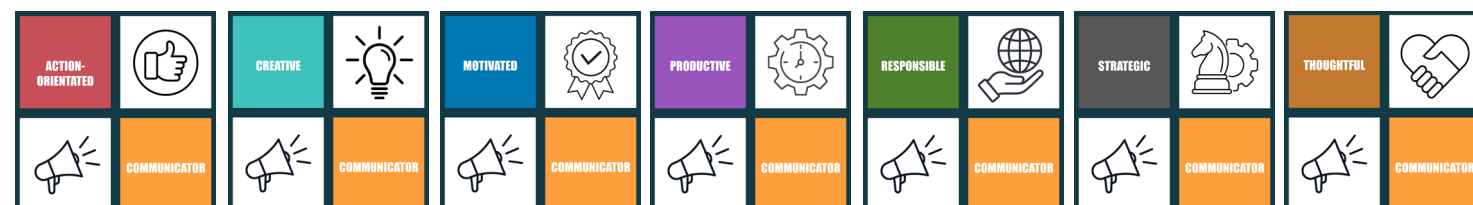
This is an extraordinarily popular course with every type of business. It combines rapid idea generation with highly effective presentation skills, enhanced by the power of diagrams. 1,000s have taken the course and found that it totally transforms the way they think and present.

OUTCOME

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

SAMPLE SOURCE MATERIAL

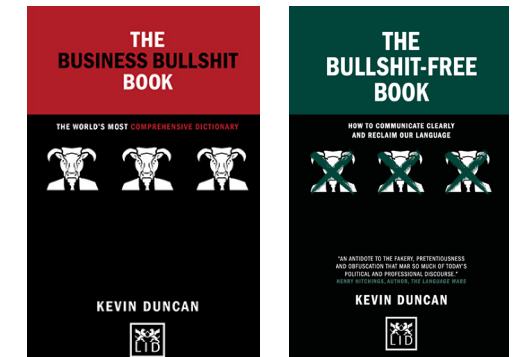
Making Ideas Happen – Scott Branson
Sticky Wisdom – Kingdon et al.
Left Brain, Right Stuff – Phil Rosenzweig
Start With Why – Simon Sinek



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

Bullshit-Free Communication

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

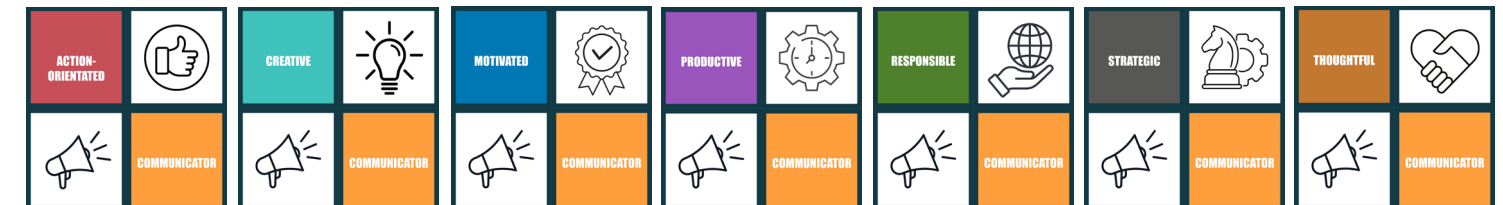
This is a fascinating and deceptive course. Easy to dismiss as pure comedy, it has a deadly serious message. Many companies have working practices and materials that are generic and unclear – something that can always be improved.

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

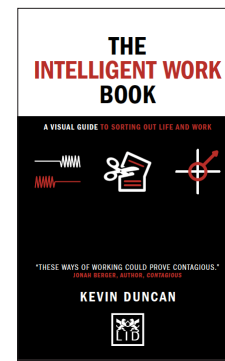


"Refreshingly no-nonsense."

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

Intelligent Working

The whole package to encourage an efficient and productive working style including thinking, planning, working, doing, presenting, selling, negotiating - every aspect of personal organisation.



EXAMPLE CONTENT

THINKING & PLANNING

- 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

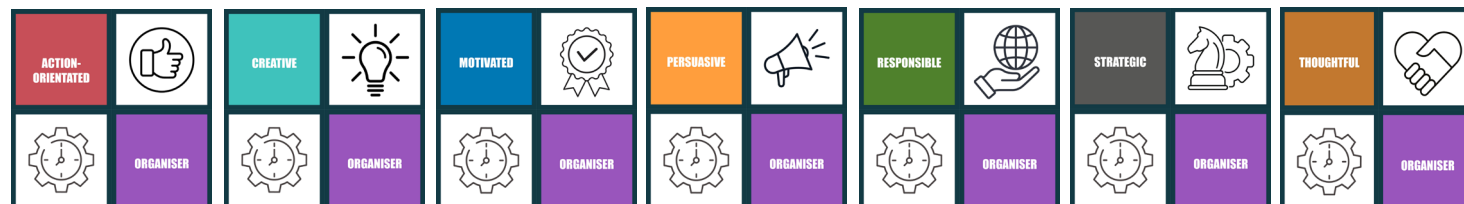
This is a complete package of how to sort out the way you approach life and work. The fast content is extremely easy to apply immediately.

OUTCOME

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

SAMPLE SOURCE MATERIAL

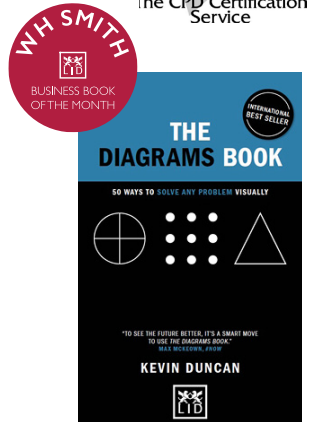
Drive - Dan Pink
 Essentialism - Greg McKeown
 Radical Candor - Kim Scott
 When Cultures Collide - Richard D. Lewis
 Jerks At Work – Tessa West



"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

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

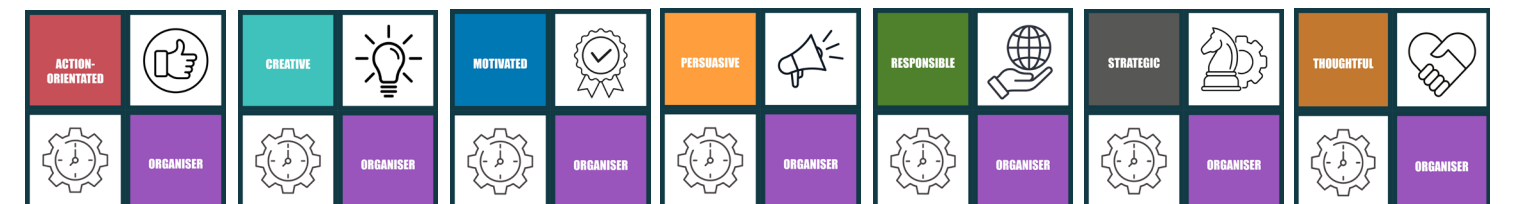
This content is an eye opener to many. Those who have been writing long-winded presentations for years suddenly see that one diagram can often encapsulate an entire strategy or proposal. It makes people think completely differently about how they approach their work.

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

Ethical Business Leadership

Meeting the global challenges we now face relating to climate change and social inequity requires leadership that respects the importance of People, the Planet and Profit and understands the complexity of Environmental, Social, and Governance (ESG) issues.



EXAMPLE CONTENT

WHAT ARE THE ISSUES?

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

WHY IS IT SO IMPORTANT?

- There is no Planet B

WHAT NEEDS TO BE DONE?

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

WHAT CAN YOU DO – PERSONALLY?

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

WHAT CAN YOU DO – PROFESSIONALLY?

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

SUMMARY

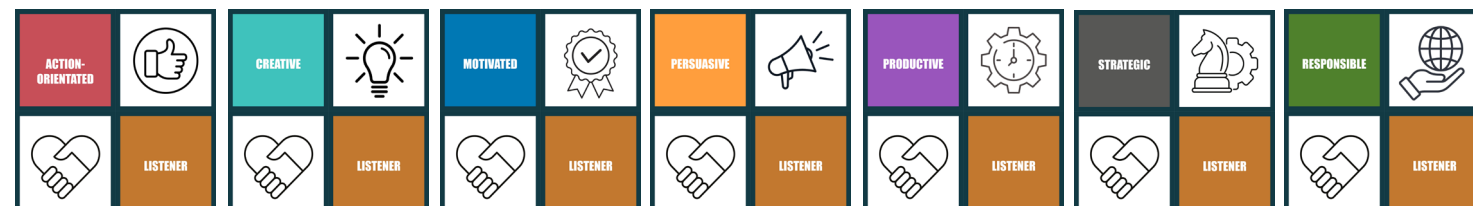
This is for any business that wants to 'do well, by doing good'.

OUTCOME

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

SAMPLE SOURCE MATERIAL

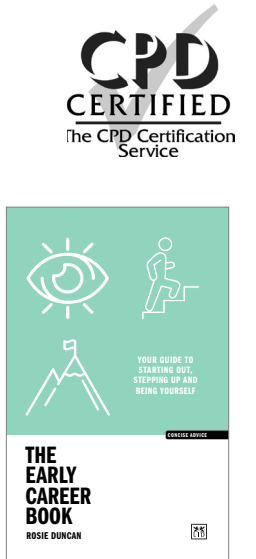
Conscious Capitalism - Sisodia, Henry, Eckschmidt
 Business Ethics - Crane & Matten
 The Sustainable Business - Jonathan Scott
 Good is the New Cool - Aziz + Jones
 Net Positive - Polman + Winston



"The Only Way Is Ethics. Genius. A great book to inspire individuals to finds ways to do well, by doing good."
 Jon Khoo, Regional Sustainability Manager, UKIME & Nordics, Interface

Early Career Navigation

The early part of a career can be tough. You have to work out what type of work will suit you best, navigate how the company works, do well at your job and deal with tough times. This workshop is designed to work through important decision-making processes and prepare people for when things get tough. Equipping attendees with tools to deal with working life, to find their stride and handle the hiccups.



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

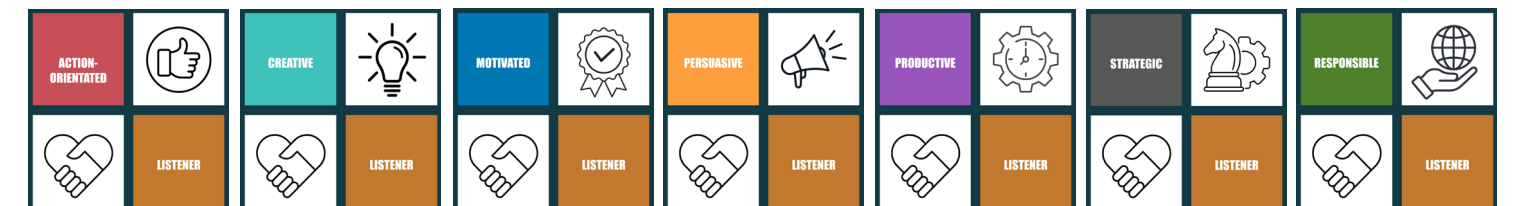
Aimed at employees in the first decade of their career. Helping to decrease churn rate whilst encouraging them to be the best they can be..

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

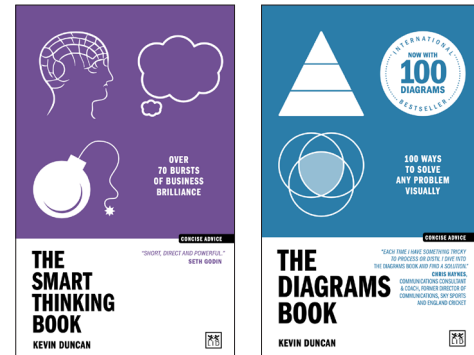
A Beautiful Constraint - Morgan, Barden et al
 Atomic Habits - James Clear
 Hardwiring Happiness - Rick Hanson
 Why Has Nobody Told Me This Before? - Dr Julie Smith



"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

The Consultative Leader

How to hold your line when running a team, command the respect of demanding clients, and prevail with a clear point of view. Introduces the important elements of being a consultant rather than just the provider of transactional services.



EXAMPLE CONTENT

YOU

- 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

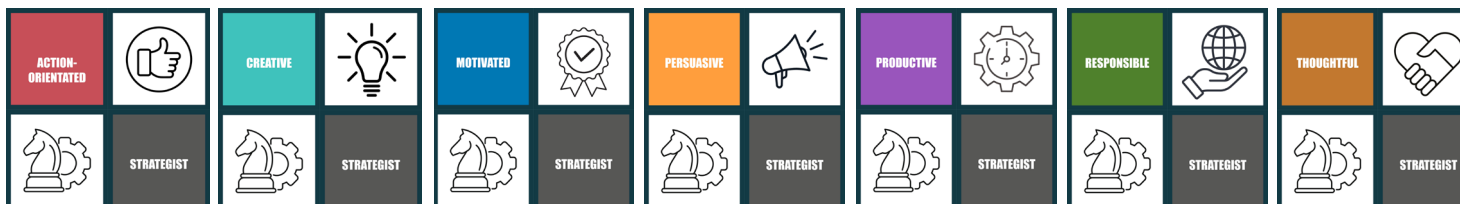
A combination of smart thinking and an empathetic approach is the basis of an appropriate modern leadership approach. There are many types of leader, so this course is highly flexible and can be pitched at any suitable level.

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

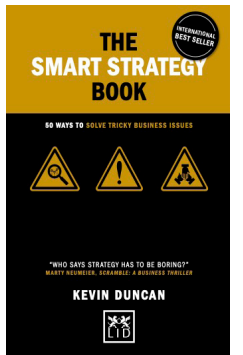
Execution – Bossidy & Charan
 The First Mile – Scott D. Anthony
 Surrounded By Bad Bosses - Thomas Erikson
 The Power Of Difference - Simon Fanshawe
 A World Without Email – Cal Newport



“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! **25**

Smart Strategy

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

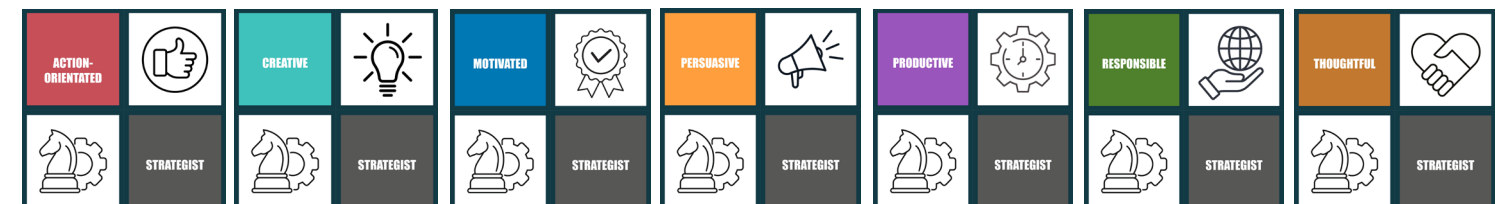
The options offered are infinitely fertile for new and diverse strategic thought. Any of 50 strategic approaches can be discussed and tried on any type of business. There is always another way of approaching business problems, and this training provides 50 of them.

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 **26**

Sustainability - It's Everybody's Business



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.



Sustainability in Action



To embed ESG into the heart of your business, you need to challenge day-to-day business thinking and behaviour. From procurement to customer service, product development to finance, small changes and more thoughtful actions can transform the way your company performs. This workshop encourages and empowers employees to think and behave differently – leading to a happier, healthier, and more sustainable company culture. Aligned with the United Nations Sustainable Development Goals.



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

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.

EXAMPLE CONTENT

SUSTAINABILITY / ESG

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

STOP, THINK, CHALLENGE

- Is there a better way of doing this?



SUMMARY

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

OUTCOME

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



SAMPLE SOURCE MATERIAL

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

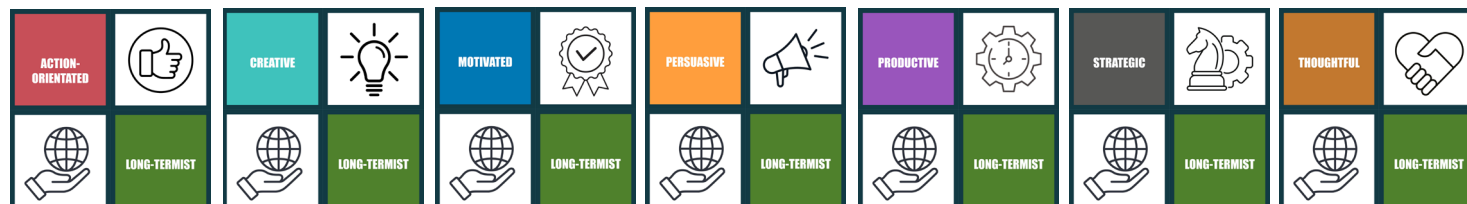
SUSTAINABILITY

It's Everybody's Business

Senior Leadership Transformation Workshop
Making every department accountable for sustainability

SAMPLE SOURCE MATERIAL

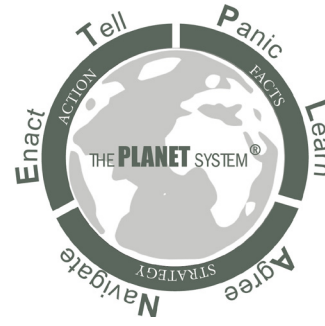
- Conscious Leadership – Mackey, McIntosh & Cripps
- Green Swans - John Elkington
- Sustainable Business: A One Planet Approach - Jeanrenaud & Gosling
- The Sustainable Business - Jonathan T Scott



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



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



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.

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		TOTAL
ENVIRONMENTAL IMPACT SCOPE 1+2	ENVIRONMENTAL IMPACT SCOPE 3	SOCIAL IMPACT EMPLOYEES	SOCIAL IMPACT CUSTOMERS	SOCIAL IMPACT COMMUNITIES	GOVERNANCE	
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 have a written water efficiency policy?	Yes	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

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

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-chain, starting from upstream and downstream activities. Download PDFs for more detail.
*Carbon offsets are a complex area and only registered to companies for or renewable carbon emissions and not as an alternative to other 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

PLANET BASIC

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

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.

12 → 4. Does the company have clear waste-reduction policies in place? *

A Yes

B No

C Don't Know

Powered by Typeform

13 → 2. Have employees been surveyed to establish their views and concerns regarding environmental and societal issues? *

A Yes

B No

C Don't Know

Powered by Typeform

ESTABLISH A CARBON REDUCTION PROGRAMME RELATING TO SCOPE 1+2 EMISSIONS

Source: The Sustainable Business Book

To recap, the GHG (greenhouse gas) Protocol Corporate Standard classifies a company's GHG emissions into three 'scopes'. The first two are:

Scope 1: Direct emissions from owned or controlled sources (e.g. gas for heating and/or cooking, and fuel used in company-owned vehicles).

Scope 2: Indirect emissions from the generation of purchased energy (e.g. purchased electricity).

FIGURE 8 - Emissions: Scopes 1, 2 + 3 (Upstream and Downstream)

Once you have measured your recent Scope 1 + 2 emissions, you can create a plan to reduce these. This would firstly include switching to a renewable energy supplier. Then general energy efficiency such as reviewing your lighting, heating and air-conditioning. Plus switching to electric company vehicles where possible.

CREATE A CUSTOMER SURVEY TO ESTABLISH THEIR CONCERNS REGARDING ENVIRONMENTAL AND SOCIETAL ISSUES

Source: The Sustainable Business Book

If you are an owner manager who has started a business built around strong sustainable ethics and/or if at a recent onwards, you have probably grown your customer base because they buy into and share your beliefs.

If, however, you are at the stage of reviewing your company's sustainability journey, you will need to consider what's important to your customers. An ESG survey can help you understand your customers better and work out how best to adapt.

A customer survey may include questions such as:

- What does the term 'sustainability' mean to you?
- On a scale of 1 - 10, how concerned are you about environmental issues?
- On a scale of 1 - 10, how concerned are you about social and societal issues?
- What specific environmental or social issues do you care deeply about?
- On a scale of 1 - 10, how much do you consider environmental product claims when shopping? (Please, not bothered / I don't buy, I try to only buy ethical products)
- What brands do you consider to be particularly environmentally or ethically responsible?
- Would you boycott a brand if you considered it to be harmful to the environment or unethical (i.e. poor working conditions, slave labour, tax avoidance, etc)?
- On a scale of 1 - 10, where would you place our (product x) in terms of sustainability?
- What would you like us to do differently?

PLANET SYSTEM®

- In 2017 the world's richest 12 adults possessed the same wealth as the poorest 50% of the world's population.
- There's more than enough food produced in the world to feed everyone on the planet. For as many as 83 million people still go hungry.
- In 2011 the world's richest 12 adults possessed the same wealth as the poorest 50% of the world's population.
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PLANET PRO

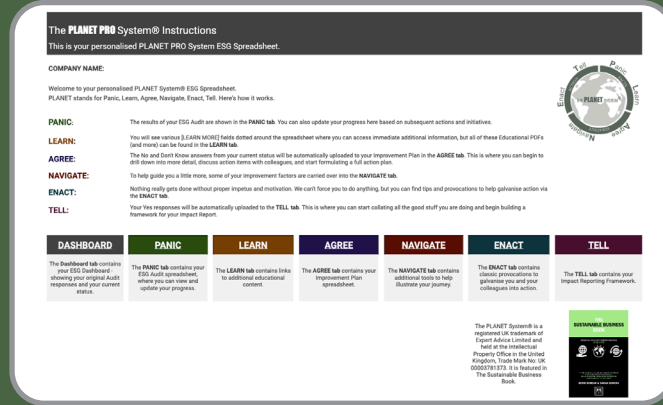
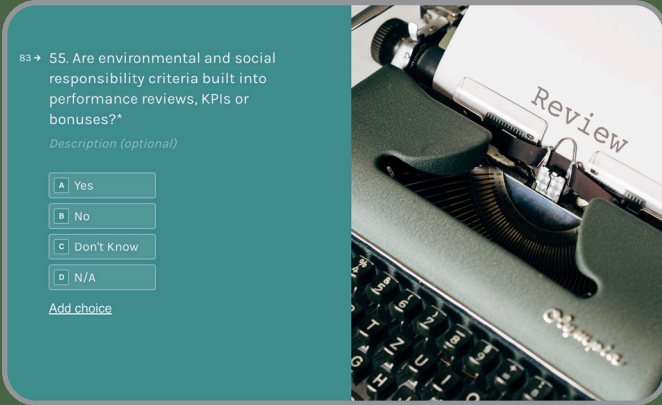
All of The PLANET System® products are designed to help organisations self reflect on their current status and move to action.

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

Here's how it works.

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

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



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?	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?
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			
6. 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. Establish 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 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 ESG.

Switch to energy-efficient lighting systems throughout your business operations

- Consider higher power outputs or reflective paint.
- Consider colour-rendering index, which will show light how naturalistic when used in a room.
- Consider dimming capabilities to suit the use.
- Consider energy-efficient lighting. The most common is LED.
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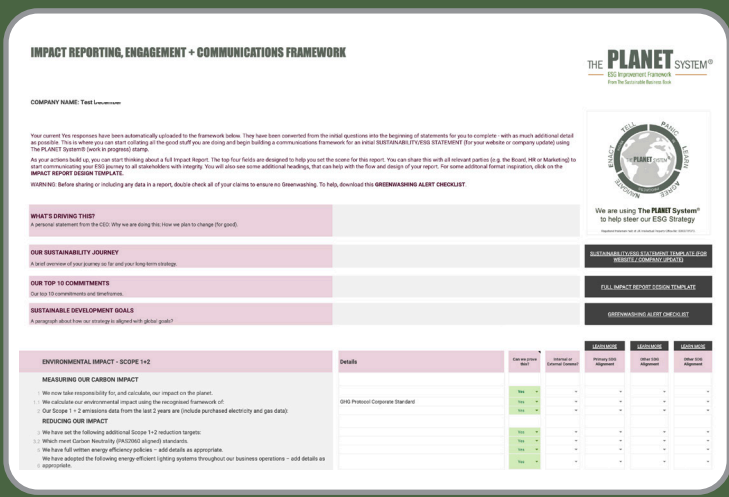
5.1. DON'T CONFUSE DIRECTION WITH DESTINATION

It's easy to get lost in the details of a project, but it's essential to keep your eyes on the prize. The destination is the goal, and the direction is the path you take to get there. If you lose sight of the destination, you may find yourself going in circles, never reaching your goal.

4. PERSPECTIVES ZOOM IN, ZOOM OUT

There are things on both sides of the camera. Those who zoom in often miss the big picture, and those who zoom out often miss the details. It's essential to have a good understanding of both the big picture and the details. This is the only way to ensure that you are on the right path to reach your destination.

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.



Step Seven:
We are not an accreditation body, but we do actively help and encourage you to find a credible and trusted certification or official validation programme to aim for (such as B Corp or PlanetMark). As a stepping stone to this longer-term goal, we provide you with our PLANET System® stamp, together with a template to help you communicate your intentions and progress with integrity.



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.

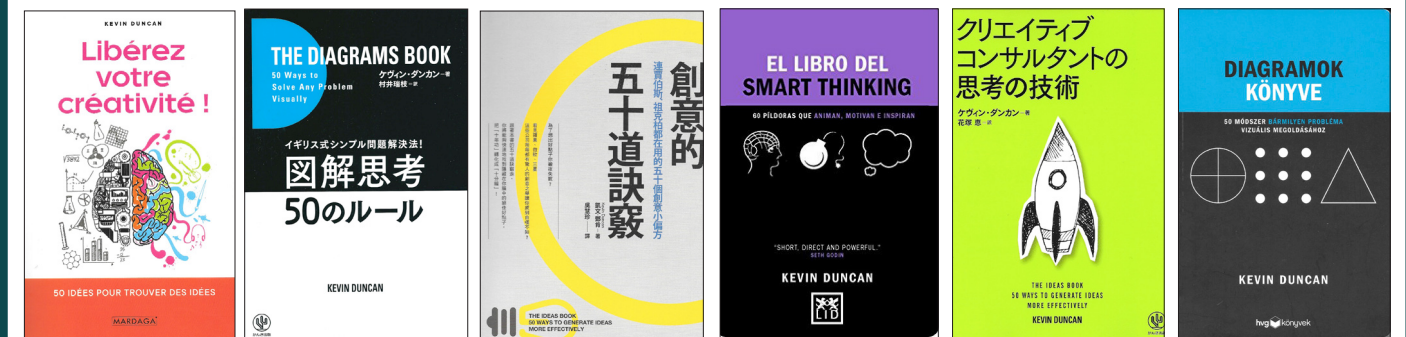
Practical career advice to help personal development.

- 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.**

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.



Early Careers and Students

ONLINE ACADEMY

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

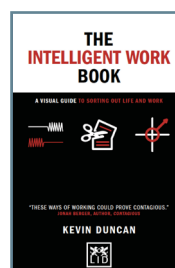
These cover the basics that most businesspeople need and are offered for free.

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

Those learning or just starting will benefit hugely from:

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

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



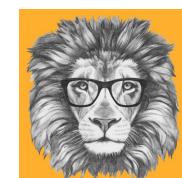
Business Start-Ups

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



SME TOOLKIT

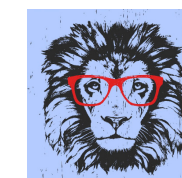
We have always loved working with SMEs, start-ups, incubators, and fast growth businesses – where there is loads of passion and drive, but not the high level of resources available to the big guys. So back in 2015, we put together a range of tools and exercises that anyone can download for free. Basically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



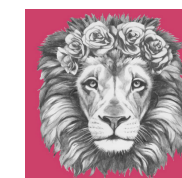
MARKETING



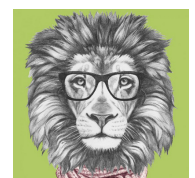
BRANDING



SALES



PRODUCTIVITY



PEOPLE

Clients

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



“Short, direct and powerful.”
Seth Godin

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