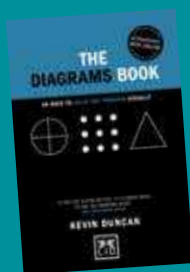


Certified



Corporation



EVERYTHING A SMART  
BUSINESS BRAIN NEEDS



2024



Founders: Kevin & Sarah

# Contents

3	About Us
4	Accessible to Everyone
5-6	Our Books
7	Certified B Corp
8	The Team
9-10	The ACES System® for Individuals
11-12	The ACES System® for Companies
13-14	Training for Attitude and Action
15-16	Training for Creativity and Communication
17-18	Training for Efficiency and Empathy
19-20	Training for Strategy and Sustainability
21-22	The PLANET System®
23-24	The PLANET System® Pro
25	Consultancy and Mentoring
26	International Experience
27	Early Careers and Students
28	Business Start-Ups
29	Clients and Partners

**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 them 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.

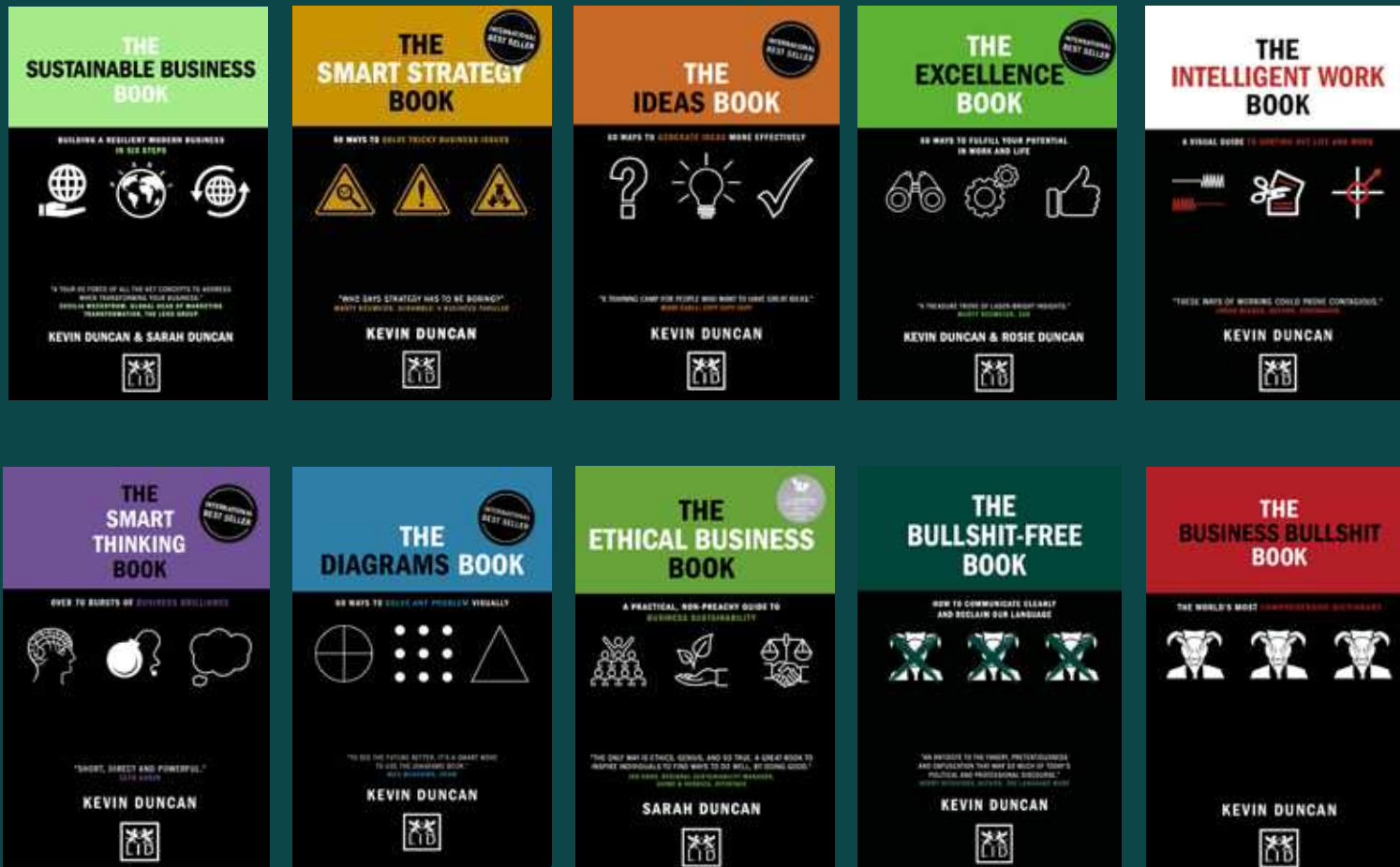
- If you have no money, there are 10 blogs with a range of videos, podcasts, example techniques and templates to download. Plus The PLANET System® sustainability self-audit is free, generating an ESG report in less than a minute. And our online academy allows you to download courses and modules to replicate 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 contain a Learn option at £49 and the full PLANET Pro platform for just £600.
- 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](http://greatesthitsblog.com) – to our knowledge the world's biggest free business library.
- This has been a labour of love for over 20 years, with over 20 million words read.
- Categories span leadership, behavioural economics, ethical strategy, creativity, innovation, sustainability and much more.

## Hardback



## Paperback





# 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

# Certified B Corp

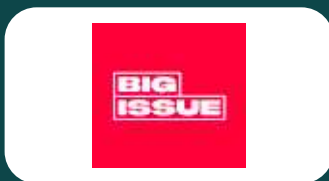


We became a BCorp because we feel strongly about social and environmental issues. Our commitment to the BCorp process shows a wider intent to help people and the planet.

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 identified a handful of charities as 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.

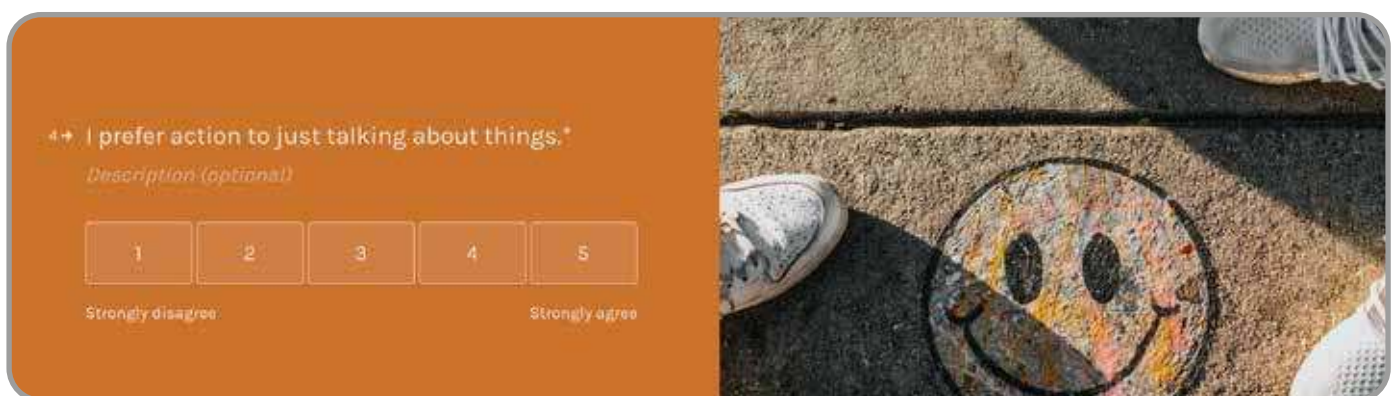


# The ACES System® for Individuals

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:

Five-minute audit (80 questions).



++ I prefer action to just talking about things.\*  
Description (optional)

1 2 3 4 5

Strongly disagree Strongly agree

The image shows a screenshot of the ACES System audit interface. On the left, there is an orange panel with a question: "++ I prefer action to just talking about things.\*" and a description field. Below the question is a Likert scale with five buttons labeled 1, 2, 3, 4, and 5. Under button 1 is the text "Strongly disagree" and under button 5 is "Strongly agree". On the right, there is a photograph of a person's feet wearing white sneakers, standing on a paved surface. A smiley face is painted on the pavement, and a hand is holding a paintbrush, painting the smiley face.

## Step Two:

Eight capability areas assessed.



## Step Three:

56 possible typologies.



- 



Dimension	Average Score
Attitude	75
Action	85
Creativity	85
Communication	85
Efficiency	70
Economy	65
Resilience	90
Sustainability	70



	Score	Recommended Improvement Module (1-2 min each)	LDL	PS
I prefer acting to just talking about things.	1	You Are What You Do	▶	PS
I understand that other people may be less enthusiastic about what I am doing than I am.	1	Personal Focus	▶	PS
I use suitable for productive thinking time.	1	How To Think Alone	▶	PS

Score	Revised Improvement Material (1-5 score scale)	Action
4	Establishing Endurance	▶ PD
4	Turning Fear Into Success	▶ PD
4	Pausing To Think	▶ PD
4	Effort Creates Opportunity	▶ PD
4	Changing Your Routine	▶ PD
5	Confused And Confult	▶ PD
5	Keep The Beat, Be The Real	▶ PD

Other Related Book Summaries (3-5 stars each)	Link	Related Material (2-3 stars each)	Link	Rating
Obsessive, Fearful & Healthy	<a href="#">Link</a>	Excellence Approach	<a href="#">Link</a>	4.5
Crash, Free	<a href="#">Link</a>	Be An Essentialist	<a href="#">Link</a>	4.5
FDIC; CalicoCentral	<a href="#">Link</a>	No Permission Required	<a href="#">Link</a>	4.5
Leaders Eat Last, Dark	<a href="#">Link</a>	Improving Your Attitude	<a href="#">Link</a>	4.5
The 5th Wave, Barker	<a href="#">Link</a>	Letting Go Of Old Ideas	<a href="#">Link</a>	4.5



### 9. BE AN ESSENTIALIST

a) For each Assessment, they determine whether the description  
 is correct or not.  
 b) They are asked to do a 30-second or 1-minute period recording  
 from an observational way and then a 30-day diary of events.  
 c) As a whole, they discuss everything in a group.  
 d) They are asked to draw two pictures, starting by the first  
 and by the last.  
 e) At the end, they discuss everything in a group.

It is not a common way to do it, but it is possible.

It is not a common way to do it, but it is possible.

It is not a common way to do it, but it is possible.

Two central goals that we set for this study, but we note some limitations. First, this research ignores the use of technology and, in this study, we have had the opportunity to begin this research and implement it. Future of this study is to be in the field, where we can continue to build on the work of others, and we will be able to do so.

[illegible]

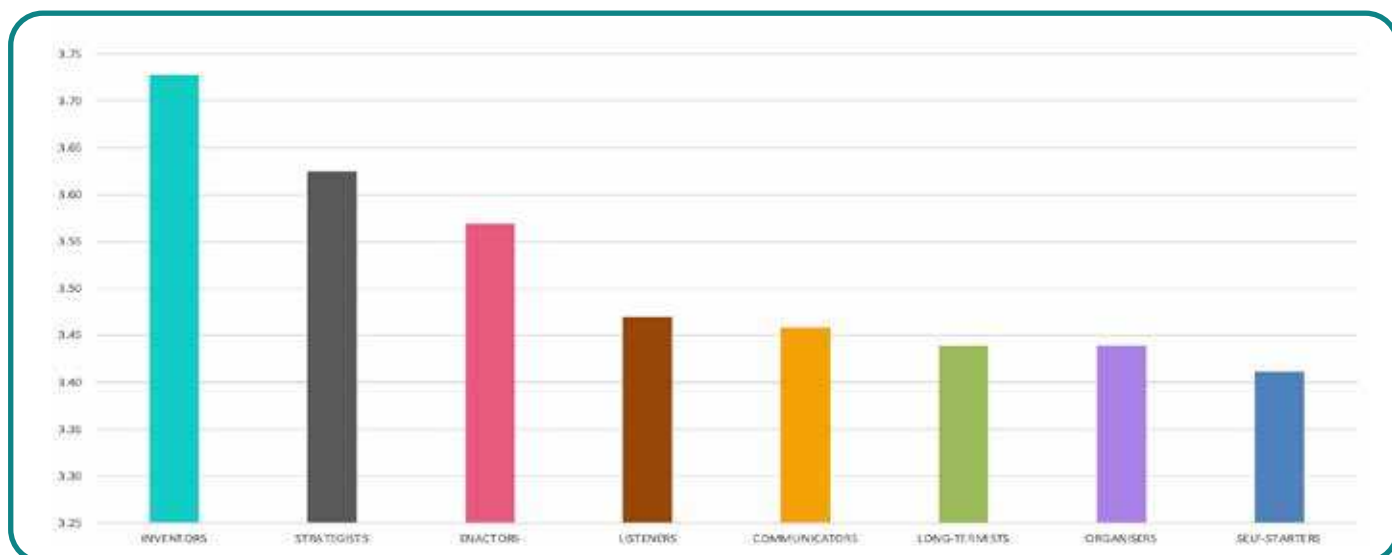
# The ACES System® for Companies

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 learning 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.

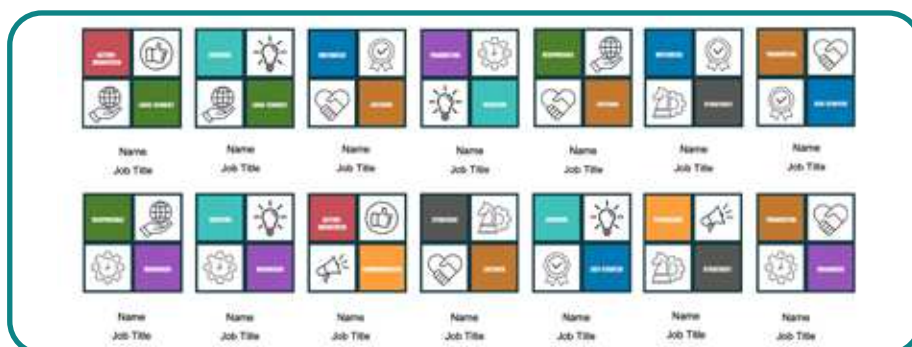
## Step One:

Immediate overview of company's skills range.



## Step Two:

Typologies assessed by department or team.





- Fast overview of company's skill sets
- Based on self-assessment, not psychometrics
- Full company report on strengths and gaps
- Built-in microlearning for all



### Step Three:

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

		HIGHEST SCORE (PRIMARY)								
		CREATIVITY Creative	COMMUNICATION Persuasive	EFFICIENCY Productive	EMPATHY Thoughtful	STRATEGY Strategic	SUSTAINABILITY Responsible			
SECOND HIGHEST SCORE (SECONDARY)	CREATIVITY Creative	Motivated ENACTORS	Motivated INVENTORS	Motivated COMMUNICATORS	Motivated ORGANISERS	Motivated LISTENERS	Motivated STRATEGISTS	Motivated LONG-TERMS	0	
	COMMUNICATION Persuasive	Action-oriented SELF-STARTERS	Action-oriented INVENTORS	Action-oriented COMMUNICATORS	Action-oriented ORGANISERS	Action-oriented LISTENERS	Action-oriented STRATEGISTS	Action-oriented LONG-TERMS	0	
	CREATIVITY Creative	Creative SELF-STARTERS	Creative ENACTORS	Creative COMMUNICATORS <small>Butt Head</small>	Creative ORGANISERS	Creative LISTENERS	Creative STRATEGISTS	Creative LONG-TERMS	1	
	COMMUNICATION Persuasive	Persuasive SELF-STARTERS	Persuasive ENACTORS	Persuasive INVENTORS <small>Penny Galsbome Pete Woodcock</small>	Persuasive ORGANISERS	Persuasive LISTENERS <small>Drop Trawl Aly Chow Lucy Bate</small>	Persuasive STRATEGISTS	Persuasive LONG-TERMS	5	
	EFFICIENCY Productive	Productive SELF-STARTERS	Productive ENACTORS	Productive INVENTORS <small>Clare Roberts Aranda Grier</small>	Productive COMMUNICATORS	Productive LISTENERS	Productive STRATEGISTS	Productive LONG-TERMS	2	
	EMPATHY Thoughtful	Thoughtful SELF-STARTERS	Thoughtful ENACTORS	Thoughtful INVENTORS <small>Sofien Abu</small>	Thoughtful COMMUNICATORS	Thoughtful ORGANISERS	Thoughtful STRATEGISTS	Thoughtful LONG-TERMS	1	
	STRATEGY Strategic	Strategic SELF-STARTERS	Strategic ENACTORS	Strategic INVENTORS <small>Therese Kishib</small>	Strategic COMMUNICATORS	Strategic ORGANISERS <small>James D'Eason</small>	Strategic LISTENERS	Strategic LONG-TERMS	2	
	SUSTAINABILITY Responsible	Responsible SELF-STARTERS	Responsible ENACTORS	Responsible INVENTORS	Responsible COMMUNICATORS	Responsible ORGANISERS <small>Tim Loe</small>	Responsible LISTENERS	Responsible STRATEGISTS	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.

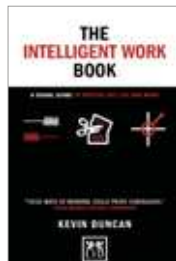
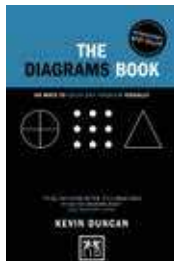
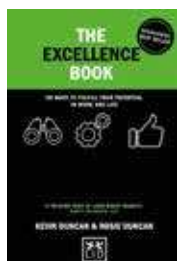


# Attitude



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**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

TOP  
SELLER

### 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

- Getting your attitude right
- Getting your approach right
- Getting your timing right
- Asking the right questions
- Making intelligent decisions

CPD  
CERTIFIED  
The CPD Certification Service

### 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 8 steps
  - The IF triangle
  - Crucial skills
- Negotiation exercises



CPD  
CERTIFIED  
The CPD Certification Service



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



# 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**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

TOP SELLER

### 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
- Communication
- Innovation
- Creativity
- Relationships

### 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
- Your approach
- Your customers and clients
- Selling effectively
- Sales strategies



*"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

# 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**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

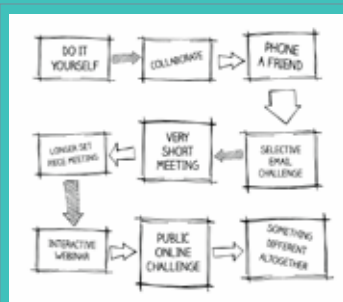
TOP  
SELLER

### Creative Idea Generation

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
- Generating initial ideas
- Developing and understanding ideas
  - Judging ideas
- Idea generation techniques



CPD  
CERTIFIED  
The CPD Certification Service

### 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

- Be relentlessly curious
- Break with the past
- Progress not perfection
  - Plan B v. Plan A
- Act yourself into a new way of thinking

CPD  
CERTIFIED  
The CPD Certification Service



*"Kevin's bite-size techniques are practical and immediate, unlocking the creativity that lies within."*  
Paul Davies, BBC Director of Marketing & Audiences

# 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**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

TOP  
SELLER

### 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
- Making sure you have a POV
- Once you have your POV
  - Say it on one chart
- Developing a persuasive LOA



**CPD  
CERTIFIED**  
The CPD Certification Service

### 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
- Why bullshit can be so dangerous
  - Dealing with bullshitters
  - Removing it from business
- Removing it from company materials



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

Richard Morris, CEO, UK & EMEA, IPG Mediabrands

# 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**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

### 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
- Working & doing
  - Prioritizing
- Presenting & selling
  - Negotiating



### 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
- Efficiency
- Leadership
- Motivation
- Presenting
  - Selling
- Negotiating



*"A tour de force. Beautifully done, and very relevant to the world of work today.  
As usual – clear, pragmatic and engaging."*

David Wheldon, CMO, Royal Bank of Scotland Group

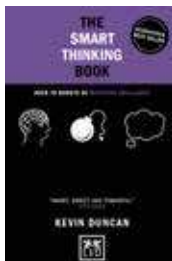
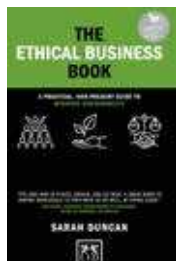


# Empathy



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**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

### 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.

#### Example Content

- What are the issues?
- Why is it so important?
- What needs to be done?
- What can you do – personally?
- What can you do – professionally?



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

#### Example Content

- Values & boundary setting
- How to be your best
- When things get tough
- Creating a plan
- Continuous self-improvement



*"The Only Way Is Ethics. Genius, and so true.*

*A great book to inspire individuals to find ways to do well, by doing good."*

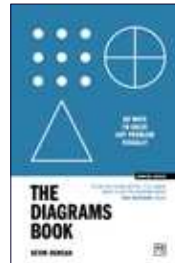
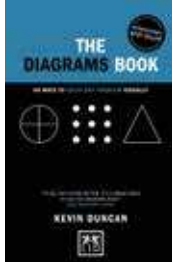
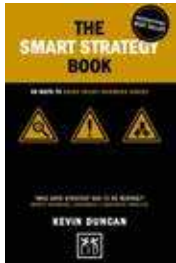
Jon Khoo, Regional Sustainability Manager, UKIME & Nordics, Interface

# 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**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

TOP  
SELLER

### 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, your team, your clients and customers
  - Consultative accountability
  - Knowledge, confidence & clarity
  - Assertive listening
  - The importance of resilience

TOP  
SELLER

### 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.

#### Example Content

- Commercial strategy
- Brand strategy
- Customer strategy
- Sales strategy
- Innovation strategy



*"Kevin has an uncanny ability to make the complex seem simple. This book is packed with immediately useful advice."*

Graeme Adams, Head of Media, BT Group



# Sustainability



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**.

## ASSOCIATED BOOKS



## SIGNATURE TRAINING

### It's Everybody's Business

Senior Leadership - Business Transformation

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.



TOP  
SELLER

### Stop, Think, Challenge

Employee Engagement - Behavioural Change

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



*"We are constantly looking for ways to help our members effect change in their businesses, and the PLANET System is a classic example of something that can help – directional, clear and, crucially, action-based."*

Stephan Loerke, CEO, World Federation of Advertisers

# The PLANET System®



## 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 BASIC

Take the 30 question FREE mini self-audit online and receive an instant report (with built-in educational downloads). 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.



# PLANET LEARN

This is for you if you want to learn a bit more about Sustainability (or ESG) before diving in to a self-audit. You will receive physical copies of both The Sustainable Business Book and The Ethical Business Book, plus get selected access to the PLANET platform including over 100 downloadable factsheets and educational content.

This is your LEARNING hub, giving you immediate access to Educational PDFs.

EDUCATIONAL PDFs	DOWNLOAD EDUCATIONAL PDF
An Introduction to Sustainability + ESG	FROM CAR TO ESG
A-Z of Useful Terms	A-Z OF THE PLANETAL POLICY
The United Nations Sustainability Goals (SDGs)	SUSTAINABLE DEVELOPMENT GOALS
Greenwashing Alert	GREENWASHING ALERT PDF
Minimum Effort, Maximum Impact Matrix	MINIMUM EFFORT, MAXIMUM IMPACT

You can use the CURRENT STATUS field to help you find the material that is most relevant to help you progress on your ESG journey.

ENVIRONMENTAL IMPACT - SCOPE 1+2	CURRENT STATUS	DOWNLOAD EDUCATIONAL PDF
Define and start calculating your greenhouse gas (GHG) emissions	NO	GHG EMISSIONS PDF
Obtain baseline Scope 1 and 2 emissions data from the last 2 years	NO	SCOPE 1+2 EMISSIONS PDF
Establish a carbon reduction programme relating to Scope 1+2 - either with a third party or internally	NO	SCOPE 1+2 EMISSION REDUCTION PDF
Switch to a green energy supplier throughout the business operations	NO	RENEWABLE ENERGY PDF
Establish written energy efficiency policies	NO	ENERGY EFFICIENCY PDF
Switch to energy efficient lighting systems throughout the business operations (i.e. LEDs, sensors)	NO	ENERGY EFFICIENT LIGHTING PDF
Switch to energy efficient heating/air conditioning systems throughout the business operations	NO	ENERGY EFFICIENT HEATING/HAIR CONDITIONING PDF
Review ownership of company vehicles	NO	COMPANY OWNED VEHICLES PDF
Carbon offset our business activities from last 2 years relating to Scope 1+2	NO	CARBON OFFSETTING SCOPE 1+2 PDF
Investigate options for supporting reforestation, rewilding or other carbon capture/biodiversity projects	NO	REFORESTATION PDF

### Obtain baseline Scope 1+2 emissions data from the last 2 years

**Source: The Sustainable Business Book**

Scope 1 emissions are direct GHG emissions from the business (e.g. combustion of fossil fuels). Scope 2 emissions are indirect GHG emissions from the purchase of electricity, heating, and cooling. The first step is to calculate your baseline emissions. This involves gathering data on your energy consumption and other sources of emissions. The second step is to calculate your Scope 1+2 emissions. This involves gathering data on your energy consumption and other sources of emissions. The third step is to calculate your Scope 1+2 emissions. This involves gathering data on your energy consumption and other sources of emissions.

### Establish a written water efficiency policy

**Source: The Sustainable Business Book**

Water is a finite resource, and businesses have a responsibility to use it efficiently. A written water efficiency policy can help businesses reduce their water consumption and costs. The policy should cover all areas of the business, including offices, factories, and retail outlets. It should also cover the use of water in products and services. The policy should be reviewed regularly to ensure it remains up-to-date.

### Establish options for offsetting your business activities in the last 2 years relating to Scope 1+2

**Source: The Sustainable Business Book**

Carbon offsetting is a way for businesses to compensate for their greenhouse gas emissions. It involves investing in projects that reduce greenhouse gas emissions elsewhere. Examples of carbon offsetting projects include reforestation, renewable energy, and energy efficiency. Businesses should carefully evaluate offsetting options to ensure they are credible and effective.

### Introduce minimum 'real' living wage for all employees

**Source: The Sustainable Business Book**

A living wage is a wage that allows workers to meet their basic needs and have a decent standard of living. It is higher than the minimum wage. Businesses should consider introducing a living wage for all employees to ensure they are paid fairly and ethically.

### Create a customer survey to establish their views and concerns regarding environmental and social issues

**Source: The Sustainable Business Book**

Customer surveys can help businesses understand their customers' views and concerns regarding environmental and social issues. This information can be used to improve business practices and address customer concerns. Surveys should be conducted regularly to ensure they remain relevant.

### Establish official customer feedback and complaints mechanisms

**Source: The Sustainable Business Book**

Official customer feedback and complaints mechanisms can help businesses improve their products and services. These mechanisms should be easy to use and accessible to all customers. Businesses should respond to feedback and complaints promptly and effectively.

### Agree at board level a percentage of company profit or revenue to commit to charity annually

**Source: The Sustainable Business Book**

Committing a percentage of company profit or revenue to charity can help businesses support social and environmental causes. This commitment should be agreed at board level and should be a regular part of the business's financial planning.

### Consider third party options for ESG accreditation

**Source: The Sustainable Business Book**

ESG accreditation can help businesses demonstrate their commitment to sustainability. Accreditation is awarded by third-party organizations that assess businesses against specific ESG criteria. Businesses should consider accreditation as a way to improve their ESG performance and credibility.



# 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.



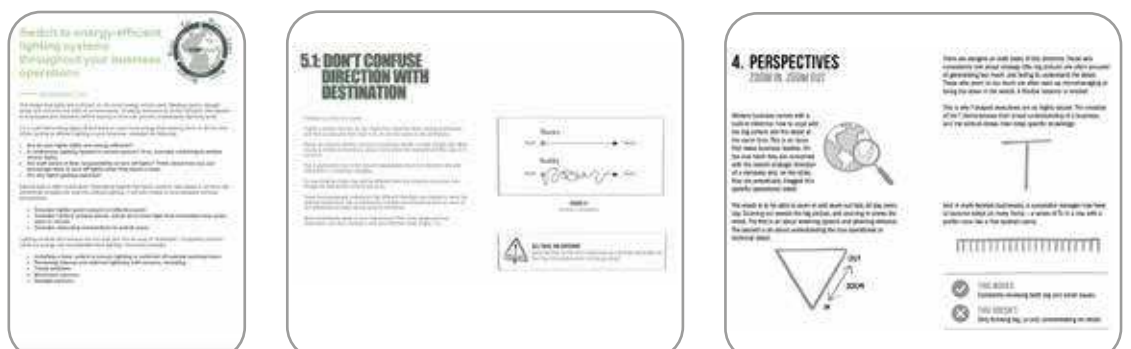
## Step Three:

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.



## 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?	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?
1. Establish a carbon reduction programme relating to Scope 1+2 - either internally or with a third party.	<input checked="" type="checkbox"/>	Quick Win	12 months	12. Climate Action	Operations		
2. Switch to a green energy supplier throughout the business operations (or at least where we can).	<input checked="" type="checkbox"/>	Quick Win	12 months	7. Affordable & Clean Energy	Operations		
3. Establish written energy efficiency policies.	<input checked="" type="checkbox"/>	Quick Win	12 months	12. Climate Action	Operations		
4. Review and switch to energy-efficient heating/air-conditioning systems throughout the business operations.	<input checked="" type="checkbox"/>	Quick Win	12 months	12. Climate Action	Operations		
5. Carbon offset our business activities from last 2 years relating to Scope 1+2.	<input checked="" type="checkbox"/>	Strategic	12 months	12. Climate Action	Operations		
6. Investigate options for supporting reforestation, rewilding or biodiversity projects.	<input checked="" type="checkbox"/>	Strategic	12 months	15. Life on Land	Operations		

ENVIRONMENTAL IMPACT - SCOPE 3	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?	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?
7. Establish a carbon reduction programme relating to Scope 3 - either internally or with a third party.	<input checked="" type="checkbox"/>	Strategic	12 months	12. Climate Action	Operations		
8. Establish a written water efficiency policy.	<input checked="" type="checkbox"/>	Quick Win	12 months	6. Clean Water & Sanitation	Operations		
9. Review and switch to water-efficient systems (e.g. low-flow toilets, showers, water harvesting) throughout the business.	<input checked="" type="checkbox"/>	Quick Win	12 months	6. Clean Water & Sanitation	Operations		
10. Establish clear written waste-reduction policies.	<input checked="" type="checkbox"/>	Quick Win	12 months	12. Climate Action	Operations		
11. Establish clear written policies relating to responsible business travel.	<input checked="" type="checkbox"/>	Quick Win	12 months	12. Climate Action	Operations		
12. Introduce an employee incentive programme to encourage cycling to work or using public transport.	<input checked="" type="checkbox"/>	Quick Win	12 months	11. Sustainable Cities & Communities	Operations		

## 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.

**The PLANET System® TELL**  
Your Impact Reporting Framework

**COMPANY NAME:** [Name]

**WHAT'S DRIVING THIS?**  
[Text]

**OUR SUSTAINABILITY JOURNEY**  
[Text]

**OUR TOP 10 COMMITMENTS**  
[List]

**SUSTAINABLE DEVELOPMENT GOALS**  
[List]

**ENVIRONMENTAL IMPACT - SCOPE 1+2**

**MEASURING OUR CURRENT IMPACT**

**REDUCING OUR IMPACT**

**OFFSETTING / NEUTRALISING OUR IMPACT**

**WE ARE USING THE PLANET SYSTEM® TO HELP STEER OUR ESG STRATEGY**

## 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.
- How to deal with difficult bosses.
- How to get promoted.



# 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, 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](https://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:

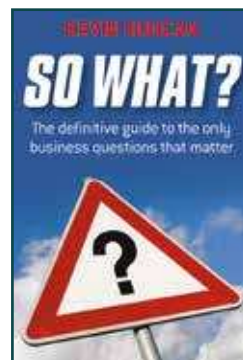
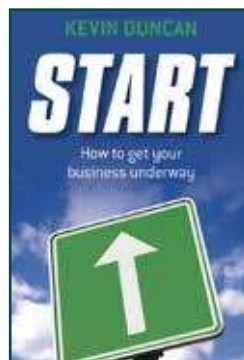
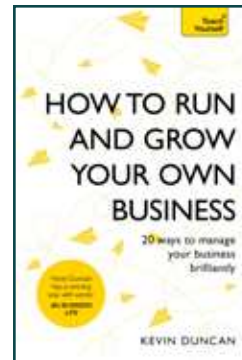
The Excellence Book (confidence and good mental health)  
The Intelligent Work Book (personal organization and good working practices)  
The Early Career Book (personal orientation and company navigation)

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](http://sleepingliononline.com/smetoolkit).



MARKETING



BRANDING



SALES



PRODUCTIVITY



PEOPLE

# Clients and Partners

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



*“Short, direct and powerful.”*  
Seth Godin

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