

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 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 – 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).



4+ 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: "4+ 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. The scale is anchored with "Strongly disagree" on the left and "Strongly agree" on the right. On the right side of the screenshot, there is a photograph of a person's feet wearing white sneakers, standing on a paved surface. A smiley face is drawn on the pavement, and a small object is placed on the smiley face's mouth.

Step Two:

Eight capability areas assessed.

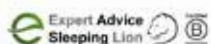


Step Three:

56 possible typologies.



- 



9. BE AN ESSENTIALIST

[illegible]

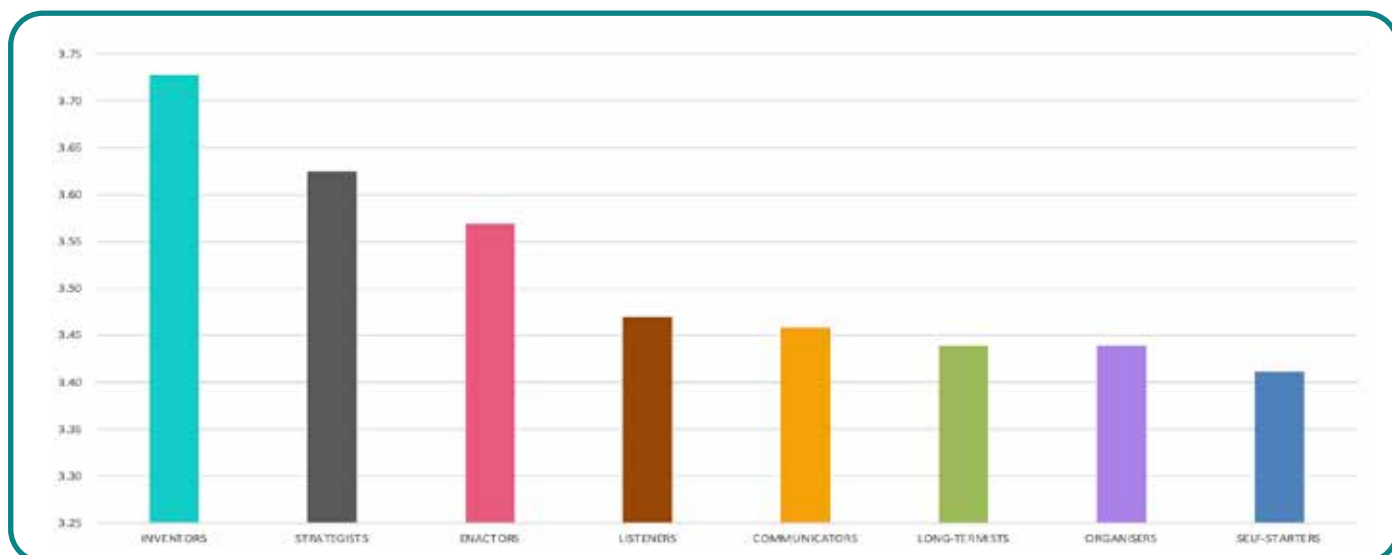
The ACES System[®] for Companies

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.



- 

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

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

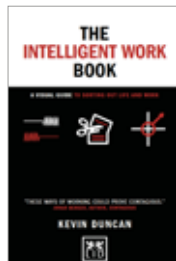
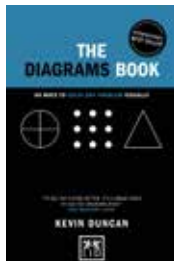


Attitude



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

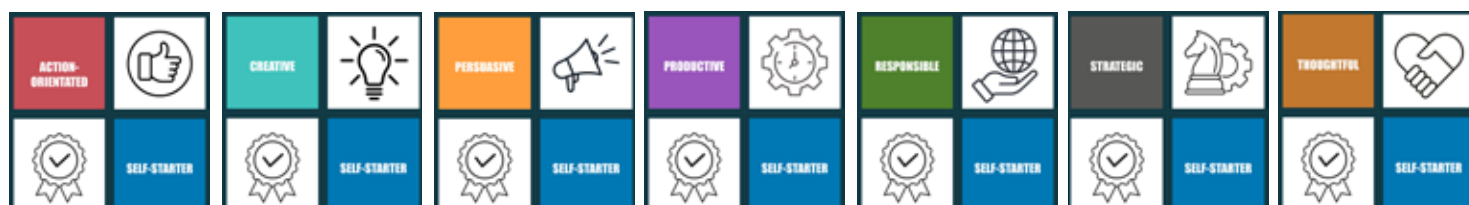


Smart Negotiation Skills

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



"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

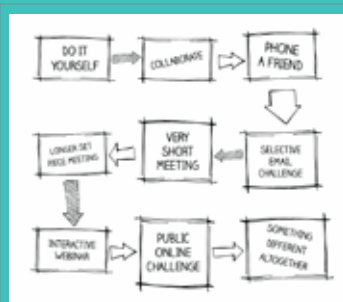
TOP
SELLER

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

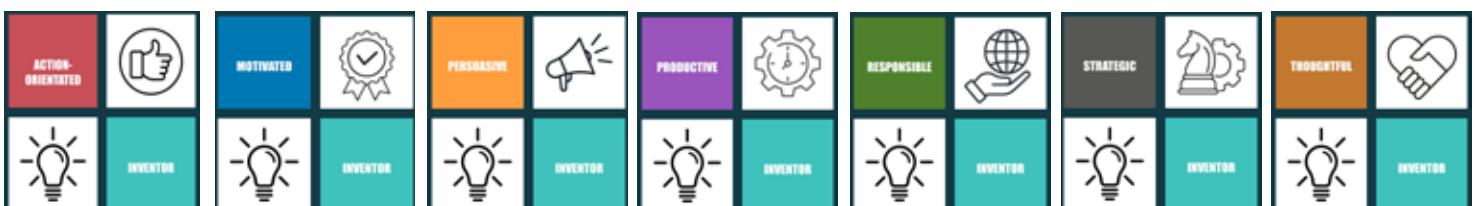
Smart Thinking + Innovation

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

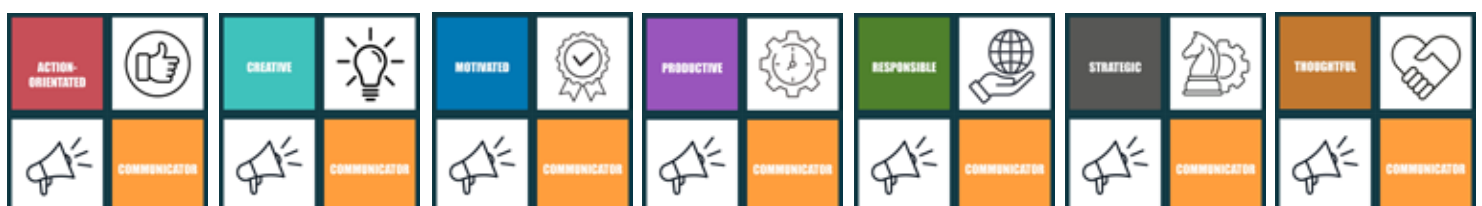
Bullshit-Free Communication

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

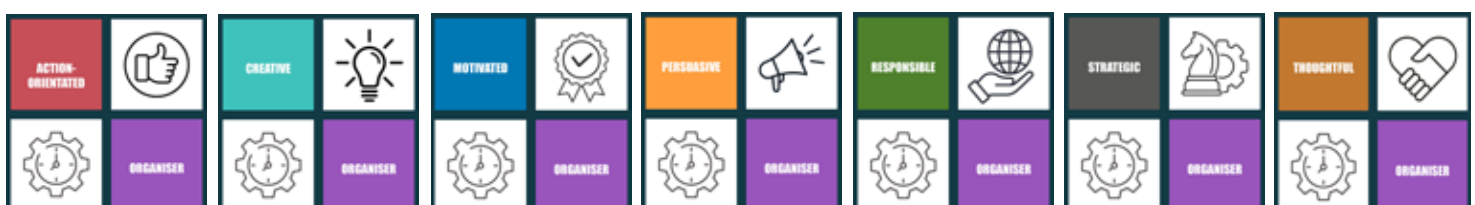


Smart Problem Solving

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?



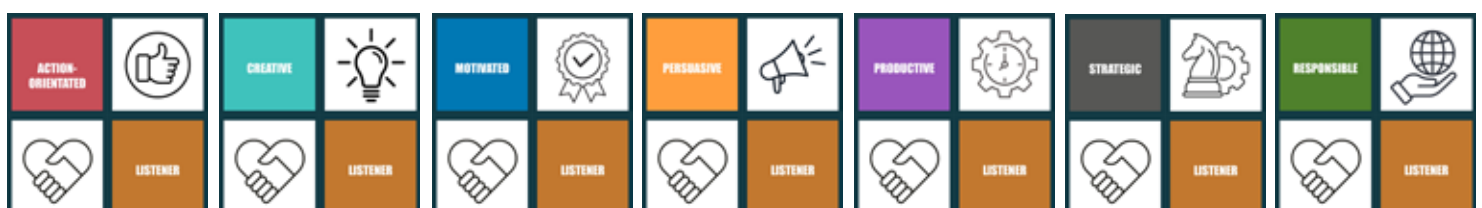
Early Career Navigation

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."

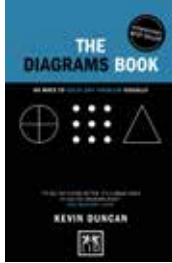
Jon Khoo, Regional Sustainability Manager, UKIME & Nordics, Interface

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

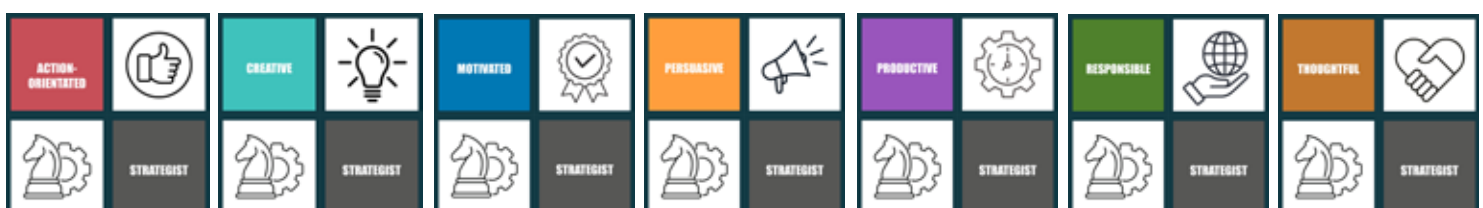
TOP SELLER

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 booked 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.

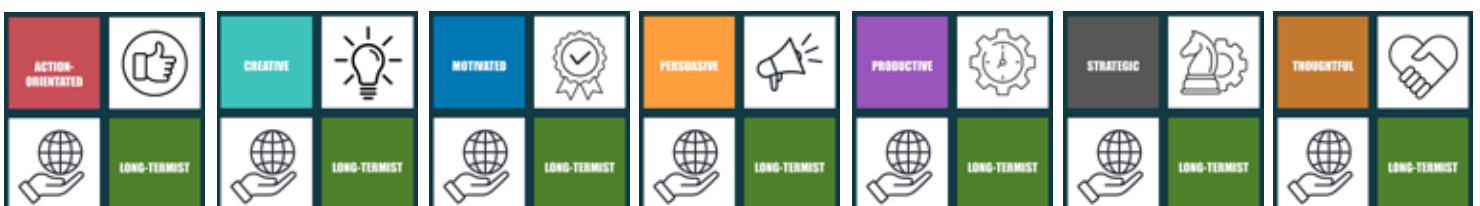


TOP
SELLER

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 LEARN hub, giving you immediate access to Educational PDFs.

| EDUCATIONAL PDFs | DOWNLOAD EDUCATIONAL PDF |
|--|--------------------------------|
| An Introduction to Sustainability + ESG | FROM CSR TO ESG |
| A-Z of Useful Terms | A-Z OF HUMAN RIGHTS |
| 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 |
|---|--|---|
| <ul style="list-style-type: none"> Define and start calculating your greenhouse gas (GHG) emissions Obtain baseline Scope 1 and 2 emissions data from the last 2 years Establish a carbon reduction programme relating to Scope 1+2 - either with a third party or internally Switch to a green energy supplier throughout the business operations Establish written energy efficiency policies Switch to energy efficient lighting systems throughout the business operations (i.e. LEDs, sensors) Switch to energy efficient heating/air conditioning systems throughout the business operations Review ownership of company vehicles Carbon offset our business activities from last 2 years relating to Scope 1+2 Investigate options for supporting reforestation, rewilding or other carbon capture/biodiversity projects | <p>Yes</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> | <p>GHG EMISSIONS PDF</p> <p>SCOPE 1+2 EMISSIONS PDF</p> <p>SCOPE 1+2 EMISSION REDUCTION PDF</p> <p>RENEWABLE ENERGY PDF</p> <p>ENERGY EFFICIENCY PDF</p> <p>ENERGY EFFICIENT LIGHTING PDF</p> <p>ENERGY EFFICIENT HEATING/AC CONDITIONING PDF</p> <p>COMPANY OWNED VEHICLES PDF</p> <p>CARBON OFFSETTING SCOPE 1+2 PDF</p> <p>REFORESTATION PDF</p> |

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

Source: The Sustainable Business Book

First, you need to know what you're measuring. This can mean a lot of different things, but what you need to know is that you're measuring the same thing every time. This is why it's important to have a clear definition of what you're measuring. The first step is to define what you're measuring. The first step is to define what you're measuring. The first step is to define what you're measuring.

1. Define what you're measuring. 2. Obtain data from the last 2 years. 3. Calculate the baseline. 4. Report the baseline.

Establish a written water efficiency policy

Source: The Sustainable Business Book

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Establish options for offsetting your business activities in the last 2 years relating to Scope 3

Source: The Sustainable Business Book

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1. Define what you're measuring. 2. Obtain data from the last 2 years. 3. Calculate the baseline. 4. Report the baseline.

Introduce minimum 'real' living wage for all employees

Source: The Sustainable Business Book

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1. Define what you're measuring. 2. Obtain data from the last 2 years. 3. Calculate the baseline. 4. Report the baseline.

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

Source: The Sustainable Business Book

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1. Define what you're measuring. 2. Obtain data from the last 2 years. 3. Calculate the baseline. 4. Report the baseline.

Establish official customer feedback and complaints mechanisms

Source: The Sustainable Business Book

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1. Define what you're measuring. 2. Obtain data from the last 2 years. 3. Calculate the baseline. 4. Report the baseline.

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

Source: The Sustainable Business Book

First, you need to know what you're measuring. This can mean a lot of different things, but what you need to know is that you're measuring the same thing every time. This is why it's important to have a clear definition of what you're measuring. The first step is to define what you're measuring. The first step is to define what you're measuring. The first step is to define what you're measuring.

1. Define what you're measuring. 2. Obtain data from the last 2 years. 3. Calculate the baseline. 4. Report the baseline.

Consider third party options for ESG accreditation

Source: The Sustainable Business Book

First, you need to know what you're measuring. This can mean a lot of different things, but what you need to know is that you're measuring the same thing every time. This is why it's important to have a clear definition of what you're measuring. The first step is to define what you're measuring. The first step is to define what you're measuring. The first step is to define what you're measuring.

1. Define what you're measuring. 2. Obtain data from the last 2 years. 3. Calculate the baseline. 4. Report the baseline.

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.



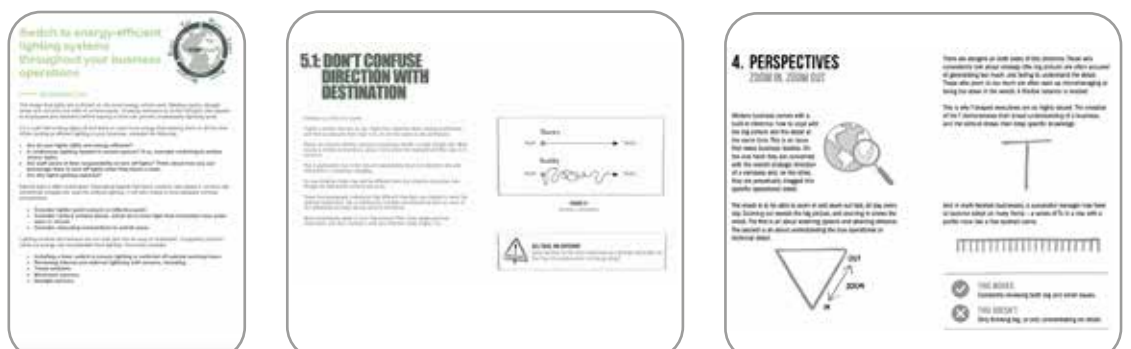
Step Three:

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? | LEARN MORE Which SDG is this most closely aligned with? | Which Business Area does this affect? | What are the Financial or Human Resource implications? | Who is ultimately responsible for making this happen? |
|---|--|--|---------------------------------------|--|---------------------------------------|--|---|
| 1. Establish a carbon reduction programme relating to Scope 1+2 - either internally or with a third party. | + | Quick Win | + | 12. Climate Action | | | |
| 2. Switch to a green energy supplier throughout the business operations (or at least where we can). | + | Quick Win | + | 7. Affordable & Clean Energy | | | |
| 3. Establish written energy efficiency policies. | + | Quick Win | + | 13. Climate Action | | | |
| 4. Review and switch to energy-efficient heating/air-conditioning systems throughout the business operations. | + | Quick Win | + | 13. Climate Action | | | |
| 5. Carbon offset our business activities from last 2 years relating to Scope 1+2. | + | Strategic | + | 13. Climate Action | | | |
| 6. 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? | LEARN MORE If Yes, is it a Quick Win, Strategic, Housekeeping or something we should Rethink? | What is our agreed Timeline for this? | LEARN MORE Which SDG is this most closely aligned with? | Which Business Area does this affect? | What are the Financial or Human Resource implications? | Who is ultimately responsible for making this happen? |
|---|--|--|---------------------------------------|--|---------------------------------------|--|---|
| 7. Establish a carbon reduction programme relating to Scope 3 - either internally or with a third party. | + | Strategic | + | 13. Climate Action | | | |
| 8. Establish a written water efficiency policy. | + | Quick Win | + | 6. Clean Water & Sanitation | | | |
| 9. Review and switch to water-efficient systems (e.g. low-flow toilets, showers, water harvesting) throughout the business. | + | Quick Win | + | 6. Clean Water & Sanitation | | | |
| 10. Establish clear written waste-reduction policies. | + | Quick Win | + | 12. Climate Action | | | |
| 11. Establish clear written policies relating to responsible business travel. | + | Quick Win | + | 13. Climate Action | | | |
| 12. Introduce an employee incentive programme to encourage cycling to work or using public transport. | + | Quick Win | + | 11. Sustainable Cities & Communities | | | |

Step Six:

Once actions are completed, update your status page and review your personalised communication tab containing all the tangible actions that have been completed and use it in your internal and external impact reporting.

The PLANET System® TELL
Your Impact Reporting Framework

COMPANY NAME:

WHAT'S DRIVING THIS?
Our current key priorities have been identified in the framework below. They have been selected from the below questions for the beginning or elements for you to complete, with as much additional detail as possible. This is what you can start reporting on at the point of the end and begin building a communication framework for all your stakeholders. This is what you should be using 'The Planet' System to report on.

OUR SUSTAINABILITY JOURNEY
A clear roadmap to guide us in our journey to net-zero.

OUR TOP 10 COMMITMENTS
The key commitments we are making.

SUSTAINABLE DEVELOPMENT GOALS
A roadmap to guide us in our journey to net-zero.

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.

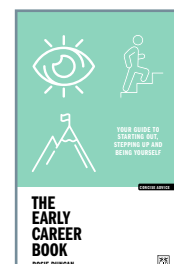
These cover the basics that most businesspeople need and are offered for free.

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:

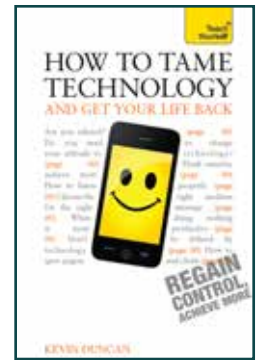
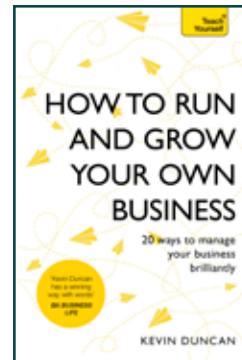
The Excellence Book (confidence and good mental health)
The Intelligent Work Book (personal organization and good working practices)
The Early Career Book (personal orientation and company navigation)

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 and Partners

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



“Short, direct and powerful.”
Seth Godin

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