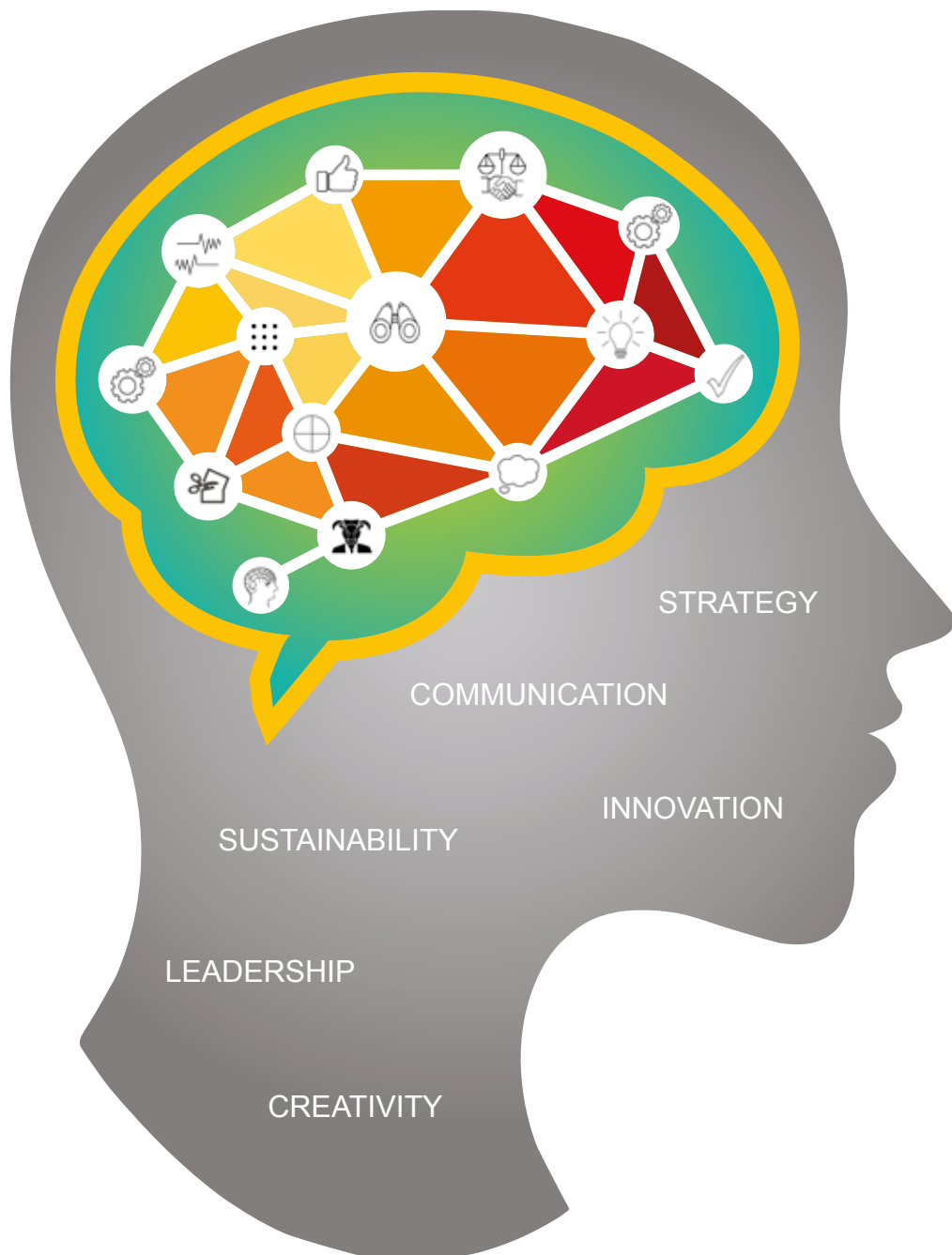


# everything a smart business needs





# USING BUSINESS .....AS A..... FORCE FOR GOOD

We are delighted that in 2022 we became a certified B Corp.

Our most challenging problems cannot be solved by governments and charities alone. By harnessing the power of business, B Corps commit to positively affect all their stakeholders – all the people they interact with *and* the planet.

Around 800 companies out of 5.6 million in the UK have achieved this.

If anyone wants to find out more about what the process is like, do get in touch.

For our part, we have changed our company Articles of Association to verify that we commit to having a material positive impact on both society and the environment through our business and operations.

This includes pledging 5% of our revenue every year to charitable causes, as well as a continuing commitment to helping people through education and pro bono work.

# EVERYTHING A SMART BUSINESS NEEDS ....

## BOOKS

concise business reading

## TRAINING

everything a smart business brain needs



## BUSINESS LIBRARY

the best books summarised

## SUSTAINABILITY (ESG)

audits, advice, training and communication

## ONLINE ACADEMY

fast learning for a fast world

## FACILITATION

deep experience + firm direction = progress

## BOARD MENTORING

personal advice from someone who has been there

## MENTORING

early career guidance and development

## CONSULTANCY

strategy, marketing, business development

**Expert Advice / Sleeping Lion have 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.
- If you have a little money, there are a set of books, ebooks, and audiobooks to buy for less than £10.
- If you have £50-250, then the online academy allows you to download courses and modules to replicate in-person training wherever you are in the world.
- 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 programmes for large numbers of staff, or provide consultancy, mentoring, and much more.

# BOOKS

concise business reading

- The Concise Advice series was invented by Kevin Duncan and his publisher. It now contains over 40 books, 10 of them written by Kevin and Sarah.
- 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.
- 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 200,000 mark.
- Grab a hard copy, or a digital one, use them for team sessions, look at the training, or ask for an in-person session.

# TRAINING

everything a smart business brain needs



- There are 10 business books.
- In various combinations there is a suite of 14 training programmes.
- Every training topic is the full package. All attendees receive the book(s) relevant to the topic, plus a full set of charts and supporting notes.
- Each book has a supporting blog with videos, podcasts and articles.
- **The topics are available in a range of formats, including in-person, online, all-day and bite-size versions.**
- Kevin, Sarah and Rosie can facilitate these workshops separately or together, depending on numbers and category expertise.
- Between us, we have run thousands of sessions and trained over 20,000 people, so the formats are proven to work, and the satisfaction scores are always high.

# BUSINESS LIBRARY

the best books summarised

- The products in this brochure represent 60 years of business experience.
- The engine that drives all the thinking is our Business Library: Greatest Hits – probably the world's biggest free business library, which summarises over 500 books.
- **This has been a labour of love for 20 years. Over 20 million words read, with all the books summarized on one page. Categories span leadership, behavioural economics, ethical strategy, creativity, innovation and much more.**
- 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.
- Concise advice, condensed learning for the modern, often time-pressed executive, providing everything a smart business brain needs.



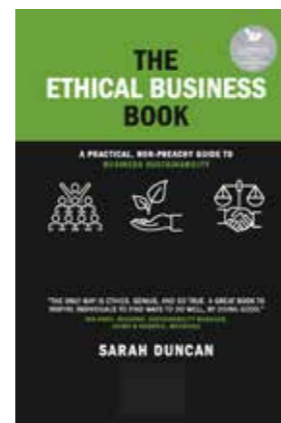
theintelligentworkbook.com



thesmartstrategybook.com



theideasbook.net



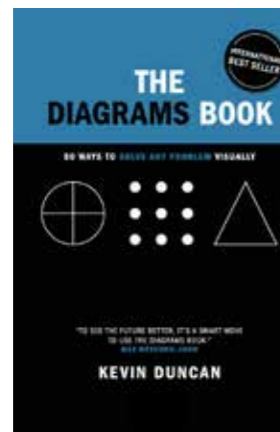
ethicalbusinessblog.com



sustainablebusinessbook.com



theexcellencebook.com



thediagramsbook.com



thesmartthinkingbook.com



bulldictionary.com



KEVIN DUNCAN

## Presentation Skills

FROM POV TO LOA

THE IDEAS BOOK + THE DIAGRAMS BOOK

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

## Intelligent Working

THE INTELLIGENT WORK BOOK

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

## Smart Negotiation Skills

THE INTELLIGENT WORK BOOK + THE SMART THINKING BOOK

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.

## Confident Leadership

THE SMART THINKING BOOK + THE DIAGRAMS BOOK

How to hold your line when running a team, command the respect of demanding clients, and prevail with a clear point of view. Advice on how to master the art of essentialism - only doing what really matters.

## Smart Business Thinking

THE SMART THINKING BOOK

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.

## Smart Strategy

THE SMART STRATEGY BOOK

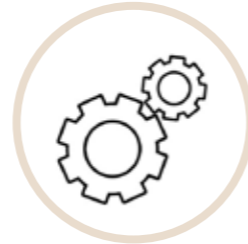
This covers seven of the most common strategic areas: commercial, brand, customer, sales, people, innovation, and communication. Strategic wisdom from over 400 business books.

## Sophisticated Selling Skills

HOW TO RUN CLIENTS AND SELL EFFECTIVELY

THE EXCELLENCE BOOK + THE SMART STRATEGY BOOK

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



## Being Your Best Business Self

THE EXCELLENCE BOOK

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.

## Ethical Business Leadership (ESG\*)

THE ETHICAL BUSINESS BOOK

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. \*Environmental Social Governance.

## Sustainable Business Strategy

THE SUSTAINABLE BUSINESS BOOK

From brutal honesty to genuine impact, this workshop (or series of sessions) covers our proven six-stage process called The PLANET SYSTEM™. It stands for Panic, Learn, Agree, Navigate, Enact, Tell.

## Marketing With Integrity

THE ETHICAL BUSINESS BOOK

Are marketers the supervillains of sustainability - encouraging overconsumption and misleading with greenwashing? This course shows how communicators can become sustainability superheroes - creating a new age of authentic marketing.

## Smart Idea Generation

THE IDEAS BOOK

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.

## Smart Problem Solving

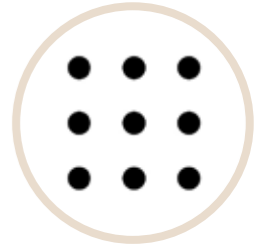
THE DIAGRAMS BOOK

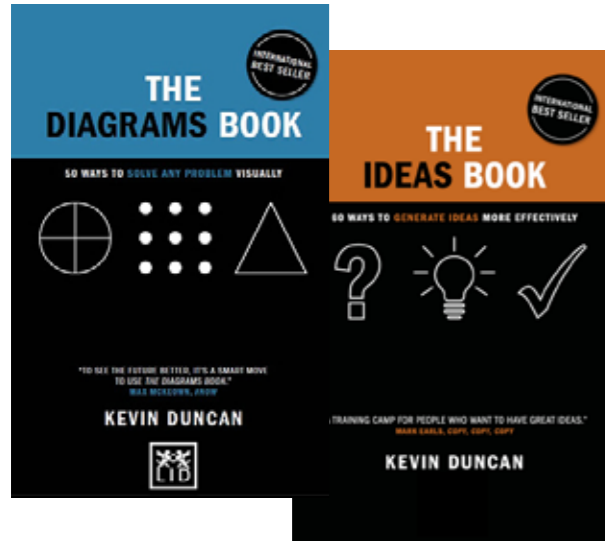
Solving business problems intelligently using visual thinking. How to think, negotiate, sell, tell strategic stories, win pitches, and much more. Excellent for international businesses, and translated into 15 languages.

## Bullshit-Free Communication

THE BULLSHIT-FREE BOOK + THE BUSINESS BULLSHIT BOOK

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.





This blended course makes a vital business point. Many modern executives simply trade in information, but they lack a point of view. They need to be able to a) develop a Point of View (POV), and b) create a Line of Argument (LOA) that is persuasive enough to ensure proposals are approved, ideally first time.



The Intelligent Work Book combines visual and verbal thinking to provide a powerful approach to problem solving. From thinking, working, planning and prioritizing to presenting, selling and negotiating, it provides effective tools to help anyone be more effective and outstanding.

This course looks at what most modern executives have to deal with in the world of work these days. Empathizing with the most frequent pressures people face, we run through a series of suggestions designed to help reduce that pressure.

How to do things in the right order, cope with too many tasks, get organized, and use the right systems. How to cope with too much email, multiple requests, and tight deadlines. How to 'detox the inbox' and design a working style that works best for them. Also how to present intelligently online.

## 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

## 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.

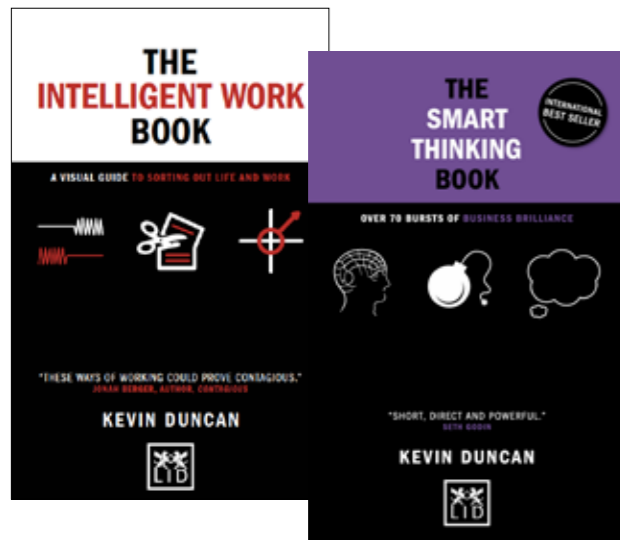
## SAMPLE SOURCE MATERIAL

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

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

*“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

# Smart Negotiation Skills



This blended course highlights the vital importance of clarity in business and negotiation. Offset by the imprecision and vagueness of much business language, it tutors attendees in the art of negotiation. This prevents them from giving away margin unnecessarily, or conceding unrealistic timings.

A series of steps form the basis of the approach, which they then play out in practical exercises in the afternoon.

# Confident Leadership



This blended course challenges people to understand their responsibilities as a leader, looking particularly at growth, communication, innovation and their relationships with their teams, and their customers or clients.

As well as an acute awareness of how they come across to others, the confident leader needs to ensure that they behave in an ethical manner at all times.

## 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

## 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 resisters
- 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.

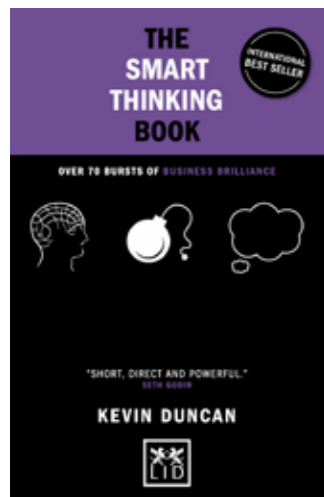
## SAMPLE SOURCE MATERIAL

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

*“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

*“A fast, no bullshit shot in the arm for all of us who forget how simple business can be. Punchy + Bouncy = Refreshing.”*  
 Chris Barez-Brown, Founder of Upping Your Elvis and author of Shine and Free!

# Smart Business Thinking

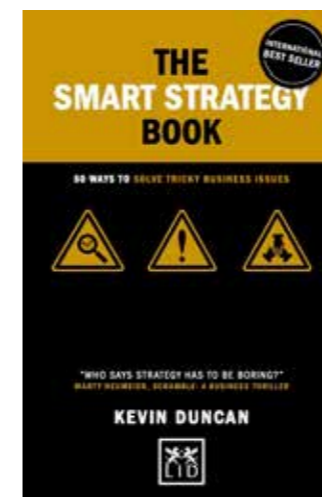


The Smart Thinking Book contains over 70 bursts of distilled wisdom – each in the form of a provocative thought on a sticky note. Each thought can be read in a second, and the short form accompanying copy in less than one minute.

Growth, communication, innovation, creativity, relationships and thinking are covered, with 12 provocative thoughts in each area. A UK best seller, the 5th Anniversary edition contains new, updated material.



# Smart Strategy



The Smart Strategy Book is a highly popular book, particularly amongst those who deal with strategy and planning. It covers seven of the most common strategic areas: commercial, brand, customer, sales, people, innovation, and communication.

Most strategies are too long and boring. Far too many contain language that most of us can't understand, which is why each suggestion contains a smart strategy warning – how not to do it.

This crucial strategic wisdom is drawn from researching over 400 business books.

The book has now been reissued as a 5th anniversary edition celebrating successful sales since launch.

## 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.

## 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

## 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 - McKeown  
Working Backwards - Bryar & Carr

*"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

*"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



# Sophisticated Selling Skills



This blended course offers a high-octane combination of personal awareness and smart methods for running successful customer relationships whilst selling products and services to them in a sophisticated and sensitive way.

Attitude and approach come first, followed by the best principles behind selling skills, learning how excellent customer service works, and discussing the most troublesome aspects of customer handling.

# Being Your Best Business Self



The Excellence Book is a very popular source of inspiration that 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 even your timing. It is highly motivational for the individual, improving mental health and productivity.



## 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

## EXAMPLE CONTENT

### 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
- Procrastination
- 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 - Leslie  
Effortless - McKeown  
The Intelligence Trap - Robson

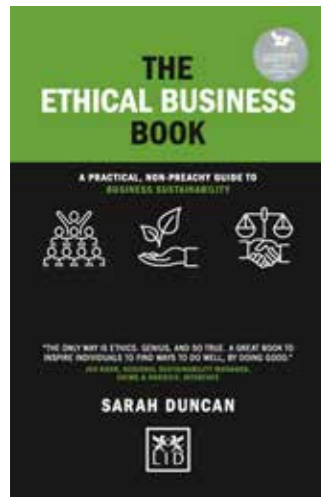
*“Just the right amount of guidance in creating valuable and, most importantly, action-orientated strategies.”*

Richard Morris, CEO, UK & Ireland, IPG Mediabrands

*“A treasure trove of laser-bright insights.”*

Marty Neumeier, author of Zag and The Brand Gap

# Ethical Business Leadership (ESG)



The Ethical Business Book is a practical, non-preachy guide to Business Sustainability. It was shortlisted and, subsequently, Highly Commended at The Business Book Awards 2020.

Understanding why ethical corporate leadership, or ESG (Environmental Social Governance), is critical to the future health of business, as well as society and the environment, is one of the first steps to becoming a more responsible organisation.



But it's really important that these messages are shared throughout the organisation and don't just sit with a few environmentally conscious pioneers or champions. Only by educating and training everyone to understand their impact on other people and the planet, can long-term change happen.

# Sustainable Business Strategy



The Sustainable Business Book is out in Spring 2023.

At its heart is The PLANET SYSTEM™. The full system is explained later in the brochure. This can be viewed as a sequence of workshops, tools or stages that can help businesses address sustainability comprehensively.

Honest realization comes first, then proper learning and information.

Agree your strategic direction and identify obstacles to overcome and how to navigate around them.

Get your plans done and explain honestly what you are doing.

## 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

### 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, Eskschmidt  
 Business Ethics - Crane & Matten  
 The Sustainable Business - Jonathan Scott  
 How To Avoid A Climate Disaster - Gates  
 The New Climate War - Mann

## EXAMPLE CONTENT

### PANIC

- Confront the issues directly

### LEARN

- Get properly informed

### AGREE

- Choose your strategic direction

### NAVIGATE

- Overcome obstacles

### ENACT

- Get stuff done

### TELL

- Communicate with integrity

## SUMMARY

This is a complete package that enables a business to work out its path to a genuinely sustainable future.

## OUTCOME

A robust company strategy for facing the future and running the business in a responsible, successful way.

## SAMPLE SOURCE MATERIAL

Net Positive – Polman & Winston  
 How To Save Our Planet – Maslin  
 Net Zero – Helm  
 What If Solving The Climate Crisis Is Simple? - Bowman

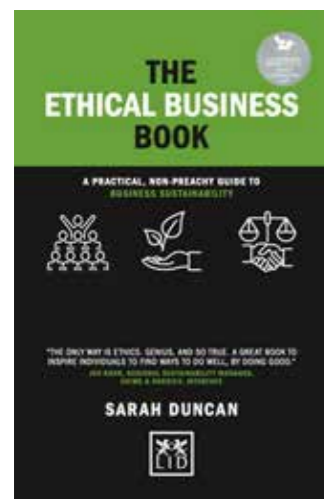
*"The Only Way Is Ethics. Genius, and so true. A great book to inspire individuals to finds ways to do well, by doing good."*

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

*"An essential read for any business leader who is looking for a path to build a more sustainable business ."*

Stephan Loerke, CEO, World Federation of Advertisers

# Marketing With Integrity



The Ethical Business Book is a practical, non-preachy guide to Business Sustainability. It was shortlisted and, subsequently, Highly Commended at The Business Book Awards 2020.

Are marketers the supervillains of sustainability - encouraging overconsumption and misleading with greenwashing? This course shows how communicators can become sustainability superheroes - creating a new age of authentic marketing.



# Smart Idea Generation



The Ideas Book is another best seller, translated into 12 languages and reissued in a 5th anniversary edition.

It explains how to prepare properly for running brainstorming sessions and offers a range of 60 techniques for generating them.

These methods have proved universally helpful to all types of business over the last six years.



## EXAMPLE CONTENT

### THE BIG PICTURE

- Why is everyone talking about Sustainability and ESG (Environmental Social Governance)?
- How does this affect business?
- The rise of conscious consumerism
- Reputational risk management

### HISTORY OF GREENWASHING

- What is greenwashing and why is it such a problem?

### GREEN CLAIMS CODE

- All you need to know about the Green Claims Code

### MARKETING WITH INTEGRITY

- Selective transparency / symbolic corporate environmentalism
- Over-enthusiastic marketing
- Eco vs Ego warriors
- Check, challenge, clarify, change
- Pay it Forward

## SUMMARY

This is for anyone who wants to challenge the negative aspects of marketing and champion honest, greenwash-free, communication practices.

## OUTCOME

This course provides an understanding of sustainability issues in the context of communications. Participants will learn how to professionally challenge claims, stamp out greenwashing, and market products in an authentic and responsible way.

## SAMPLE SOURCE MATERIAL

Authentic Marketing - Larry Weber  
Sustainable Marketing – Carvill, Butler & Evans  
Good is the new Cool - Aziz & Jones

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

## SAMPLE SOURCE MATERIAL

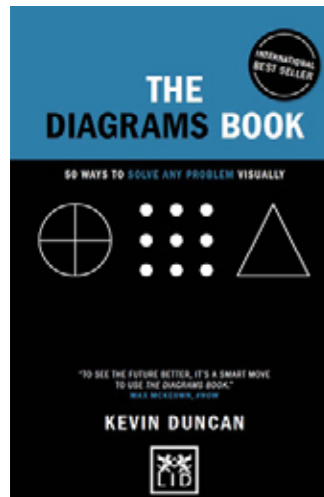
Inside the Box - Boyd & Goldenberg  
Antifragile - Nassim Nicholas Taleb  
Thinking, Fast and Slow - Daniel Kahneman  
Outliers - Malcolm Gladwell  
Creativity - Cleese  
Rebel Ideas - Syed

*“It would be unethical for any business serious about ethics not to read this.”*  
Giles Gibbons, Founder & CEO, Good Business and The Sustainable Restaurant Association

*“Kevin’s bite-size techniques are practical and immediate, unlocking the creativity that lies within.”*

Paul Davies, BBC Director of Marketing & Audiences

# Smart Problem Solving



The Diagrams Book is a best seller. Translated into 16 languages, it has been re-issued in a 5th anniversary edition with new material.

Combining verbal communication with the visual is a crucial business skill that can save thousands of hours of wasted work, increasing clarity and productivity. Here are the 60 best ways to do it.



## 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.

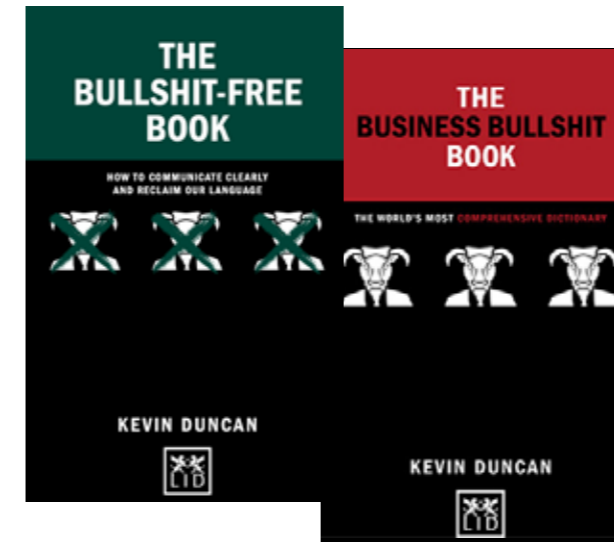
## OUTCOME

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

# Bullshit-Free Communication



Many businesses are incapable of articulating their products and propositions in a compelling and distinctive way. This training is supported by two books. The Business Bullshit Book contains the world's most comprehensive collection of cliché, jargon and bullshit, diligently collected over 40 years. Amusing yet with a serious point, this highlights the danger and unsuitability of much language in business.

The Bullshit-Free Book analyses why bullshit is so dangerous for companies and explains how to eradicate it. After a review of the psychology behind unclear language, we resolve it with practical work on the company's communication materials. This ensures that all plans, proposals and customer communications are crystal clear in the future.

## 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 - Petrocelli

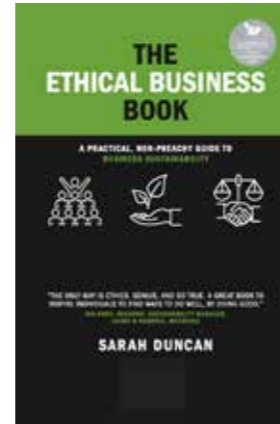
*"I'm a big fan of visuals to help represent a point, so it really did the job"*  
 Mat Sears, Head of PR and Corporate Communications, EE / BT

*"Refreshingly no-nonsense."*  
 Henry Hitchings, London Evening Standard, author of The Language Wars

# SUSTAINABILITY (ESG)

audits, advice, training and communication

Sarah wrote The Ethical Business Book in 2019, drawing together ethical, moral and sustainable business best practice in one place. Its non-preachy tone was a success, and it received a Highly Commended Award at the Business Book Awards in 2020, leading to a thoroughly revised and updated second edition.



Out in 2023, The Sustainable Business Book is a collaboration between Sarah and Kevin. It takes the essence of modern responsible leadership principles and combines them powerfully with intelligent strategic approaches to create a unique system that can help any business improve its sustainability.

At its heart is The PLANET SYSTEM® - a series of steps that can help businesses address sustainability issues comprehensively.



## The PLANET SYSTEM®

From your initial *ESG Audit*, The PLANET SYSTEM® guides you through to creating a manageable *Improvement Plan* to help you build a sustainable and resilient business fit for the future.

It also provides guidance and tools to help you communicate your journey to stakeholders with integrity (and avoid greenwashing).



IMPROVEMENT PLAN	Business Area	Quick Win or Strategic	Target Timeframe (6 months, 24 months, by 2030, by 2050)	Financial or Human resource implication	Person ultimately responsible	Measurement criteria	Potential Barriers (see Overcoming Barriers framework)	DONE? Y/N (to Impact Report?)
<b>ENVIRONMENTAL - SCOPE 1+2</b>								
<b>INITIATIVE.</b> For example: Company to commit to a Net Zero (SBTi aligned) carbon reduction programme relating to Scope 1+2								
<b>ENVIRONMENTAL - SCOPE 3</b>								
<b>INITIATIVE.</b> For example: Company to establish a plan to start calculating Scope 3 emissions data								
<b>SOCIAL IMPACT - EMPLOYEES</b>								
<b>INITIATIVE.</b> For example: Company to conduct a pay equity analysis								
<b>SOCIAL IMPACT - CUSTOMERS</b>								
<b>INITIATIVE.</b> For example: Company to carry out competitor research around ESG/sustainability								
<b>SOCIAL IMPACT - COMMUNITY</b>								
<b>INITIATIVE.</b> For example: Company to agree a minimum % of profit or revenue to commit to charity on an annual basis								
<b>GOVERNANCE</b>								
<b>INITIATIVE.</b> Company to review organisation's mission (vision, values and purpose) and ensure ESG plays a central role								

**This is not an eco-war on commerce. Making a profit is not a bad thing, it's how you make the profit and what you do with it that matters.**

We advise how to make sustainability a genuine part of your business culture and day-to-day practice, not just a tick-box exercise (or race to be the 'least bad'). In addition to The PLANET SYSTEM®, we have a number of training products on sustainability. These include:

- Board/senior management sustainability workshops
- Stakeholder engagement workshops
- Employee training and engagement programmes
- Marketing with integrity workshop
- Green recovery (Building Back Better) workshop
- Sustainability essentials for SMEs

# ONLINE ACADEMY

fast learning for a fast world

- **Formal learning does not suit all modern businesses. This informal learning academy provides everything a smart business brain needs in engaging courses, based on best-selling and award-winning books from the Concise Advice Series.**
- Each course has five to seven modules (each of which can be purchased separately).
- Each module has seven to 10 parts, with short videos guiding you through all the techniques.
- Each module contains 30-40 minutes of footage, with support material, exercises and downloads.
- The average course is 5-6 hours, so you can do the whole thing in a week or pace yourself over a longer time span.
- [expertadvice.london.teachable.com](http://expertadvice.london.teachable.com)



## INFORMAL ONLINE LEARNING FOR MODERN EXECUTIVES



# FACILITATION

deep experience + firm direction = progress

- **We are often asked to facilitate meetings. The types and circumstances vary hugely. Here are some examples:**
  - International boards
  - Board bonding
  - Conflict resolution
  - Client retention
  - Client-agency-media owner brainstorms
  - Newly-formed management teams
  - New business brainstorms

# BOARD MENTORING

personal advice from someone who has been there

- It can be lonely at the top, and the pressures are often great. There are often issues that the CEO or other senior executives need to consider outside of the boardroom. So it pays to have access to a senior professional who has run companies and departments before.
- The frequency of interaction with a mentor can be whatever suits the individual – weekly, fortnightly, monthly, in person or over the phone or video.
- The list of issues to discuss is effectively endless but could include the behaviour of a board or leadership team, pressure from other group companies, structural issues, personality clashes, client handling, growth demands, staff problems, personal dilemmas, and many more.
- All of this is handled in a sensitive and highly confidential way, aiding a calmer perspective and greater clarity of direction.

# MENTORING

early career guidance and development

- Expert guidance for those in the first decade of their career, job or role provided by Rosie Duncan.
- New joiners who need a helping hand and outside guidance, providing an ear for any awkward questions and challenges whilst they get used to their new colleagues and remote ways of working.
- Those with the 'itch'. They are the talent that you want to keep and invest in, but they may be thinking of moving on.
- Typically mentoring takes these three stages:
  1. **Where are you now?**
  2. **Development & habit forming**
  3. **Progressing in your career**

# CONSULTANCY

strategy, marketing, business development

With over 70 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.

# International Cultural Understanding

- The Expert Advice team have lived or conducted business in over 20 different countries, and have travelled to around 100 countries.
- Their books are available in over 40 overseas editions and published in China, France, Germany, Greece, Hungary, India, Indonesia, Japan, Korea, Netherlands, Poland, Portugal, Russia, Spain, Sweden, Thailand and Turkey.
- They have researched and read over 25 books on cultural understanding, and so offer unparalleled knowledge of how to do business around the world.



# Other Books and Resources for Smaller Businesses and Start-ups

SMEs, start-ups, incubators, and fast growth businesses can always learn more, but often simply don't have the time. We make this easy for you.

In addition to the popular Concise Advice series, Kevin has written a number of books to help start and grow your business, or simply survive tough times.

There are also three volumes of Greatest Hits featuring classic business book summaries from our extensive business library.

You can also download a free SME toolkit at: [sleepingliononline.com/SMEtoolkit](http://sleepingliononline.com/SMEtoolkit).



# THE TEAM

## KEVIN DUNCAN

*"Kevin does for business what Nike does for sport."*  
Richard Hytner, Deputy Chairman, Saatchi & Saatchi Worldwide



Kevin is a business adviser, marketing expert, motivational speaker and author. 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 17 languages. They have been voted Telegraph Business Club Book of the Week, WHSmith Book of the Month (on many occasions), and Foyles Book of the Month.

After 20 years in advertising and direct marketing, he has spent the last 20 years as an independent troubleshooter, advising companies on how to improve. 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, such as Dentsu, IPG Mediabrands, Media Arts Lab, Mother, Havas, Initiative, Mindshare, News UK, Nike, Suntory, Saatchi & Saatchi, Universal McCann, and The World Federation of Advertisers.

He flies birds of prey, collects classic guitars, and has released 18 albums.

## SARAH DUNCAN

Sarah is a business advisor who now specialises in Sustainability (ESG).

She has been in business for over 30 years – starting with luxury hotels, then moving through private club and spa development in Asia, to setting up her own consultancy, Sleeping Lion (now part of Expert Advice), in 2005.



Since writing The Ethical Business Book in 2019, she has continued to build her knowledge in the area of sustainability by successfully completing a Business Sustainability Management course at University of Cambridge Institute for Sustainability Leadership and a Circular Economy course with Delft University of Technology.

Outside work, she is a keen photographer. And travels, responsibly, whenever possible.

## ROSIE DUNCAN

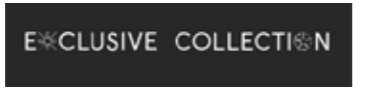
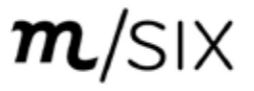
With over 13 years of experience across 40 brands, Rosie has worked in all corners of the marketing industry, including creative agencies, media agencies, production companies, digital agencies and media owners.



She was one half of one of the first female creative pairs in a media agency. She has 19 industry awards to her name, one of which is the world-renowned Young Cannes Lions Award – winning Silver – which was the first time the UK won a place in its 20-year history.

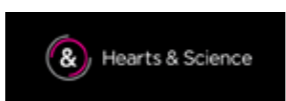
She has been a non-exec director of a production company, a top biller in creative partnerships at Metro newspaper, and worked in partnership with Google.

# Clients



MediaSchool

SAATCHI & SAATCHI



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



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