

# EVERYTHING THE MODERN EXECUTIVE NEEDS

A man with dark hair, wearing a white button-down shirt, is holding a large, bright green balloon in front of his face. The balloon is inflated and has the 'ExpertAdvice' logo printed on it in a dark green, serif font. The man's hands are visible, holding the balloon from the sides. He is wearing a black braided bracelet on his left wrist. The background is a textured, grey wall.

ExpertAdvice

*“Kevin does for business  
what Nike does for sport.”*

Richard Hytner, Deputy Chairman,  
Saatchi & Saatchi Worldwide



theguardian



**MEDIACOM**

People First ▶ Better Results



**TOPMAN**

dentsu AEGIS network

Vizeum Posterscope isobar iProspect.® Carat



**MOTOROLA**

**NOKIA**

SAATCHI & SAATCHI



**MINDSHARE**



# The modern executive needs...



Expert Advice has a comprehensive range of books, techniques, and training programmes to provide all these skills.

Put your people through the whole programme, or select individual modules to suit.

## THE SMART THINKING BOOK

60 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.

Business  
Intelligence

## GREATEST HITS

Over 300 important business books summarised and used to develop your business. A typical session generates 100 new ideas. Supported by apps, books, and the only blog of its kind in the world.

Smart  
Strategy

## 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 12 languages.

Ingenious  
Problem  
Solving

## 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.

Inspired  
Ideas

## FROM POV TO LOA

From point of view to line of argument. How to have an opinion and get your point across effectively. Advanced presentation and selling skills with an average satisfaction level of 93%.

Clear Point  
of View

## HOW TO RUN CLIENTS AND SELL EFFECTIVELY

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

Sensitive  
Selling Skills

## THE ART OF NEGOTIATION

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.

Robust  
Negotiation

## TICK ACHIEVE

How to get stuff done. How to cope with the modern world of work. Supported by the book, app, and a proven follow-up system. Excellent for improving productivity and morale.

Efficient  
Working Style

## THE CONFIDENT LEADER

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.

Confident  
Leadership

## BUSINESS BULLSHIT

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.

Intolerance  
of Bullshit

# THE SMART THINKING BOOK

thesmartthinkingbook.com

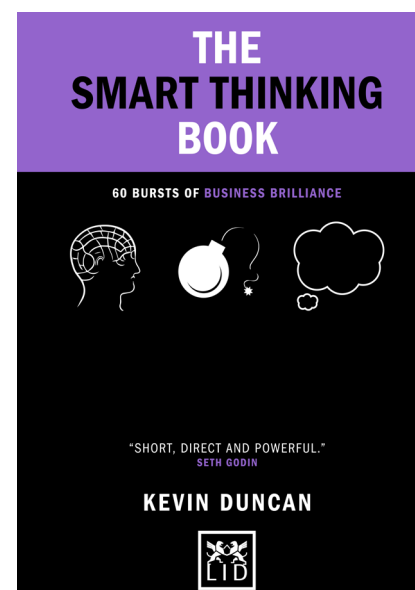
Business  
Intelligence

This book contains 60 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 ten provocative thoughts in each area.

## TYPICAL RUNNING ORDER

- The thought is placed on the wall, and for 5 minutes attendees are asked for their rapid reactions in relation to the brief, product or company in question.
- Ideas are collected fast and then we move on to the next thought.
- The training is modular per hour chunk. So for example, all six areas can be covered in a day on one subject matter.
- Such as an hour on growth, an hour on communication, and so on for six hours.
- Or six different products examined for innovation only.
- Or six different departments examined for their relationships.
- Or any other blend that fits a need.
- The sticky note format is a powerful way to stimulate teams in a fast-paced manner.
- It can also be used as a shot in the arm or intervention in lengthy awaydays.
- The format has already been road-tested at director level.





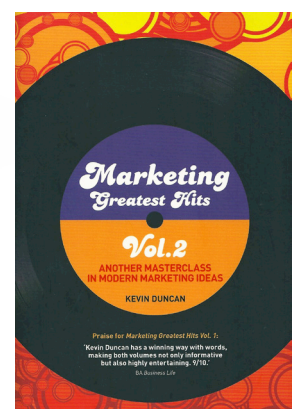
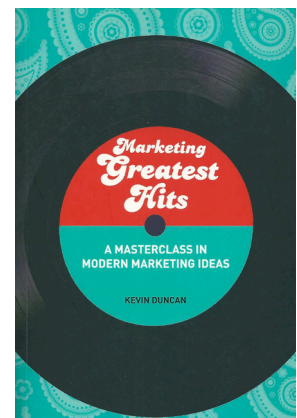
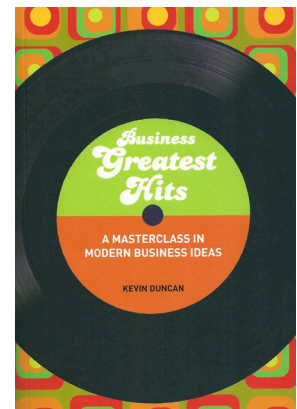
Most people are too busy to read business books. So this course summarises the thinking in them. I read and summarise them so you don't have to.

The format is deliberately arranged to be as fair as possible: what the book says, what's good about it, and what you have to watch, summarised on one page per book.

This makes attendees mini experts on business and marketing theory, and encourages them to decide how the thinking could be applied to developing their business.

## TYPICAL RUNNING ORDER

- We assemble a team of no fewer than 6 and no more than 12 people.
- I begin by asking attendees to think about what the main issues are that are currently concerning them.
- We record these on the wall, helping me to direct material and discussion to the right topics throughout the day.
- I explain the concept of Greatest Hits – distilled thinking from the best minds in business and marketing, reduced to a pithy format that you can grasp fast.
- We then turn to the list of books that we have agreed are likely to be most helpful to the matter in hand.
- I begin by asking who has heard of book x, and who has read it. I explain what is in the book and we discuss it.
- After a robust debate, I ask attendees to think about how this thinking can be applied to their business.
- Typically this will generate 6-10 ideas or initiatives, all of which are recorded on the wall.
- We repeat this process for a minimum of 6 books.
- By the end, we have recorded on average 100 initiatives that can be applied to the business straightaway. The larger the group, the more ideas.



Based on the best-selling The Diagrams Book. Already bought for translation in 12 countries, including Japan, China, Germany, Korea, Taiwan, Thailand, Russia, Portugal, and Spain. 20,000 copies sold. Top 3 in Germany and Korea.

Ingenious presentation and pitch techniques that really work. Examines how to enhance verbal communication and solve any problem visually. 10,000 downloads on slideshare. All attendees receive a full box kit with the book and diagrams to fill in.

## TYPICAL RUNNING ORDER

Morning:

- I explain a series of visual techniques from The Diagrams Book, and how to apply them in a range of contexts.

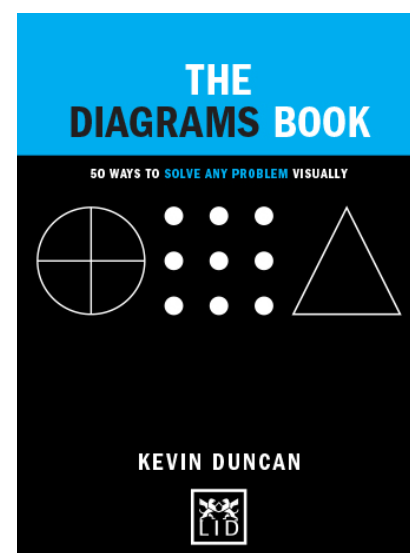
Afternoon:

- Attendees apply them to their current projects.

Typical topics include:

1. Win a pitch
2. Increase sales
3. Tell a story
4. Negotiate successfully
5. Design a strategy
6. Inspire staff
7. Shorten training time
8. Improve staff motivation
9. Improve your own motivation
10. Get stuff done
11. Judge ideas
12. Plan a project
13. Plan your year
14. Make a decision
15. Make sense of data
16. Organise a company
17. Analyse a client or customer relationship

...all with diagrams.





# THE IDEAS BOOK

theideasbook.net

Inspired  
Ideas

How to prepare properly for running internal brainstorms, and how to do it for external brainstorms with clients and prospects.

How to turn these into products and processes, and ideally charge for them. How to set about generating ideas, then implement a range of techniques for generating them.

How creativity works, and how to nurture it. We also work on any live briefs we have for existing clients or prospects. Everyone receives a copy of The Ideas Book.

## TYPICAL RUNNING ORDER

10.00 – 11.00

- How to prepare properly for running internal brainstorms
- How to do it for external brainstorms with clients and prospects
- How to turn these into products and processes, and charge for them
- Discussion about generating ideas and types of subject matter most often encountered

11.15 – 12.15

- Generating initial ideas: the first 10 techniques

12.15 – 12.30

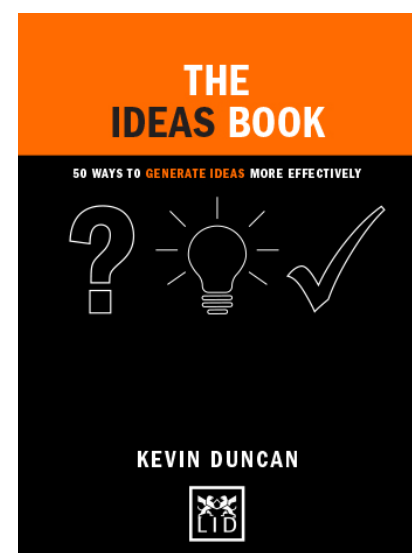
- Discussion
- Review of what live briefs we have to work on in the afternoon for existing clients or new business prospects

1.30 – 2.30

- Some more advanced techniques
- Review of how creativity works, and how to nurture it
- Start work on briefs

2.45 – 4.00

- Further application of techniques to briefs
- Sweep up of best techniques
- Review of action: what material will be applied to clients and prospects?



# HOW TO DEVELOP A POINT OF VIEW AND LINE OF ARGUMENT

[theideasbook.net/training-themes](http://theideasbook.net/training-themes)

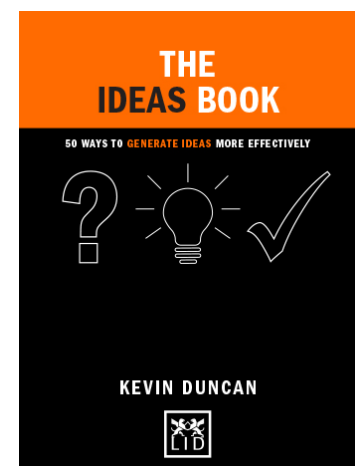
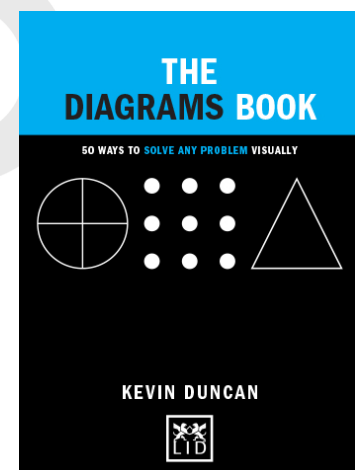
Clear Point  
of View

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, and b) create a Line of Argument that is persuasive enough to ensure proposals are approved.

This course is an intensive and practical full day of training, covering 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.

## TYPICAL RUNNING ORDER

- How to develop a distinctive Point of View and generate ideas effectively, using techniques drawn from The Ideas Book.
- How to explain concepts visually and develop a persuasive Line of Argument, without resorting to lengthy powerpoint or word documents, using material from The Diagrams Book.
- How to map out your Line of Argument: a 12-step process to improve presentation skills, and draw everything together in a persuasive way.
- In the morning we go through all the best practice in this area, drawn from The Ideas Book (How to generate ideas effectively), The Diagrams Book (How to explain concepts visually), and Presentation Skills (How to draw it all together in a persuasive way).
- In the afternoon there will be group work applying all the learning to presentations and briefs that are currently being worked on, so attendees are asked to bring along any material they are currently preparing.
- By the end of the session everyone will have put into practice what has been discussed, and will be able to walk out of the room with a completed presentation to take to clients or prospects immediately.
- All attendees receive copies of both books, the slides, and a document explaining How To Write A Good Line Of Argument.



# HOW TO RUN CLIENTS AND SELL EFFECTIVELY

expertadviceonline.com

Sensitive  
Selling Skills

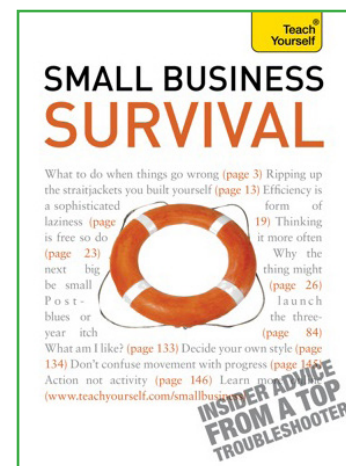
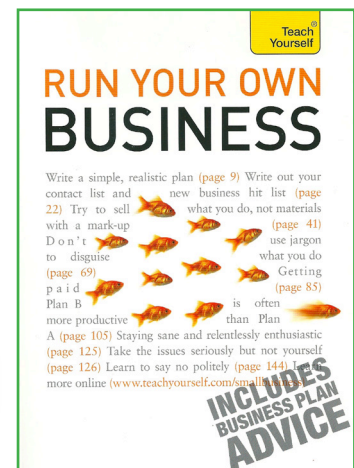
This course helps client-facing staff to run their clients well, and explains some of the best principles behind selling skills.

We examine the best learning from the manner in which excellent customer service works, and discuss the most troublesome aspects of client handling.

We then examine the wisdom in the most effective sales books.

## TYPICAL RUNNING ORDER

- In the morning we look at the issues that crop up when dealing with clients, and what is involved when selling proposals.
- This includes how to handle difficult clients, ten steps to effective selling, self-briefing by identifying the true need, a troubleshooting guide, and the identification of relationship remedies.
- We also examine the best learning from the most effective sales books.
- In the afternoon we put it all into practice, so attendees are asked to bring along examples of what they are usually selling and to whom, and what client issues they typically face.
- We then enact live examples of both, so that they can all learn from the shared experience and compare notes about the most effective approaches.
- Attendees end the session by drawing up a manifesto of initiatives for their clients and customers.



# NEGOTIATION SKILLS

expertadviceonline.com

Robust  
Negotiation

This course tutors attendees in the art of negotiation and so prevents them from giving away margin unnecessarily, or conceding unrealistic timings.

In fact, it makes them realise that they are actually negotiating all day every day.

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

## TYPICAL RUNNING ORDER

- We start by discussing what a negotiation is, and how often we are negotiating without even realising it.
- They are then taken through the eight steps of a negotiation, and engaged in detailed discussion about the nature of their negotiations, particularly with clients.
- In the afternoon, there are a series of practical exercises where the attendees have to form teams and enact a set of different negotiations. These can be customized by industry if necessary.
- Each side is given slightly different information and they have to work out a satisfactory conclusion in each case.
- They will spend one exercise being the client, one being the agency, and a third observing.
- Each negotiation is then debriefed in detail.
- The session ends with attendees predicting which negotiations they will be involved with soon, and suitable planning to embark on as a result of this newfound awareness.



# TICK ACHIEVE

tickachieve.co.uk

Efficient  
Working Style

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

We cover how to do things in the right order, cope with too many tasks, get organized, and use the right systems. How to cope with email, multiple requests, and tight deadlines.

This helps them to 'detox the inbox' and design a working style that works best for them.

## TYPICAL RUNNING ORDER

### Whole company one-hour zaps

- 20 people in each fast one-hour session.
- Repeat three times a day, one hour on, one hour off.
- This version covers 60 people a day and allows for large numbers to be covered in a week – typically 200-300 staff.

### Workshop and one-on-one surgeries

- This format allows us to provide a blend of communal training and one-to-one 20-minute surgery help for 10 individuals.
- Numbers can be increased to 15 by reducing each surgery time to 15 minutes.
- 10.00 Best advice on how to get stuff done (all present)
- 11.30 Discussion to share and understand issues and tee up one-to-one chats (all)
- One-on-one 20-minute surgeries 12.30 – 4.30 for 10 people

### Client and agency

- 10.00 Best advice on how to get stuff done from the book Tick Achieve
- 11.30 Discussion to identify and understand issues and areas of dysfunction in the relationship, typically email, phone calls, meetings, status reports, and so on.
- 12.30 Confirmation of areas to be tackled
- 1.30 Mixed groups briefed to come up with solutions to solve the problems.
- 3.30 Groups present remedies
- 4.00 Agreed client/agency manifesto for a new way of working



# THE CONFIDENT LEADER

expertadviceonline.com

Confident  
Leadership

The Confident Leader needs to have a firm grip on three main areas: their own behaviour, their approach to their teams, and their clients.

This course passes on vital thinking in all three areas from a diverse range of sources. Once we have raised all the issues, we draw up plans to implement them immediately.

Test driven on senior management teams.

## TYPICAL RUNNING ORDER

### 10.00 YOU

- Understand yourself
- Set a good example
- Focus only on the things that really matter

### 11.00 YOUR TEAM

- Shape the team
- Give them a purpose and style
- Inspire them

### 12.00 YOUR CLIENTS

- Provide proper air cover
- Say no politely
- Self-brief

### Afternoon options

#### Option 1

2.00 – 4.00

- Learning from the best books on leadership.

#### Option 2

2.00 – 5.00

- Individual one on one 15-minute surgeries for up to 12 people.

#### Option 3

2.00 – 4.00

- Application of individual, team and client learning to real cases.

'HE DOES FOR BUSINESS WHAT NIKE DOES FOR SPORT.'  
Richard Hymer, Deputy Chairman, Saatchi & Saatchi Worldwide

# REVOL UTION\_

TAME YOUR TECHNOLOGY\_  
GET YOUR LIFE BACK\_

KEVIN DUNCAN\_



# THE DICTIONARY OF BUSINESS BULLSHIT

bulldictionary.com

Intolerance  
of Bullshit

A full review of the psychology behind unclear language, and how to resolve it, followed by practical work on company materials and meeting etiquette.

The book contains the world's most comprehensive collection of total bullshit, diligently collected over 35 years.

Amusing yet with a serious point, this course ensures that all plans and proposals are crystal clear.

## TYPICAL RUNNING ORDER

- An incisive take on boardroom nonsense lifts the lid on the truth behind business vocabulary, and tells us what people are really trying to say.
- Practical help for anyone wanting to work out what their boss is going on about, or wishing to understand a colleague.

10.00 - 11.00

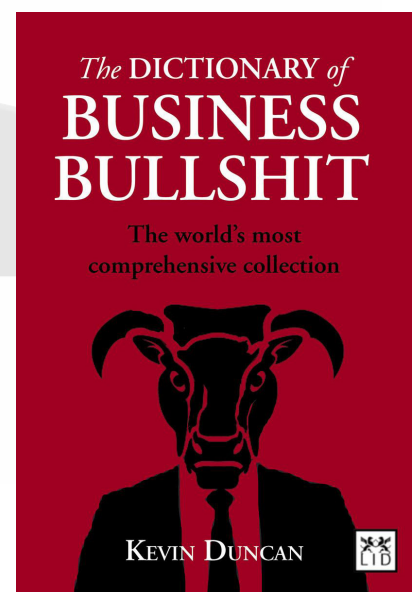
- Banishing the bull: a review

11.00 - 12.00

- Discussion: worst examples and suggested possible remedies

2.00 - 4.00

- Removing bull from company materials
- Analysing phraseology in company documents, proposals, credentials, websites, brochures and selling materials
- Rewriting them all to be clearer and better



# ALSO FROM...

## ◆ NEW BUSINESS SKILLS BOOTCAMP

How to stalk and win new business, and generate more business from existing clients with a more active, intelligent approach.

## ◆ FACILITATION

A range of techniques and lots of energy. I have run boards of directors, newly-formed management teams, international sessions, conflict resolution, client retention, new business, thorny business issues, and more.

## ◆ PERSONAL COACHING/MENTORING

One-on-one advice in any form that suits your business. Regular sessions of any frequency, any time duration, remote by telephone, private off-site, and so on.

## ◆ TAME YOUR TECHNOLOGY

Specific approaches to dealing with modern day technology. A high-tech version of Tick Achieve.

## ◆ CREATIVE APPRECIATION AND BRIEF WRITING

Marketing and communications briefs dismantled and rebuilt for greater understanding of the process and better results.



## THE BRAND BOMB

**B**risk and **O**bjective **M**ethodology for **B**randing. This method costs a fraction of what a branding agency would charge and can usually be completed in less than three weeks. Ideal for setting company strategy and direction.

## NON-EXECUTIVE/ADVISORY BOARD

Regular advice on company policy and direction. Frequency of interaction to suit.

## RUNNING YOUR OWN BUSINESS

Experience and wisdom as featured in a range of my books: Run Your Own Business, Small Business Survival, and Start.

## PRESENTATION SKILLS

How to write a good line of argument and present it well. Plus the art of great document writing, and enhancement of personal presentation style.

## PUBLIC SPEAKING

Motivational speaking for conferences and events. Subject matter drawn from any of the material in this brochure.

# KEVIN DUNCAN

Kevin is a business adviser, marketing expert, motivational speaker and author.



Kevin has written 16 books, which have sold over 120,000 copies. They have been voted Telegraph Business Club Book of the Week, WHSmith Book of the Month, Foyles Book of the Month, nominated for CMI Management Book of the Year, and translated into over a dozen languages. He has been voted Best Speaker at a number of conferences.

After 20 years in advertising and direct marketing, he has spent the last fifteen years as an independent troubleshooter, advising companies on how to improve.

He can turn his hand to many things: training programmes based on his books; motivational speaking; facilitating awaydays and conferences; repositioning brands; producing business and marketing plans, strategies and creative solutions; advising on company structures; writing speeches; improving new business effectiveness; pitch writing; and action-orientated non-exec work.

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 600 jobs for 150 clients, such as Dentsu Aegis, The Guardian, M&C Saatchi, Metro, RBS, Royal Mail, Saatchi & Saatchi, and Shell.

He flies birds of prey, collects classic guitars, and has released ten albums. He is married to Sarah, and has two daughters, Rosanna and Shaunagh.



*"Short, direct and powerful."*  
Seth Godin,

*"A fast, no bullshit shot in the arm for all of us who forget how simple business can be. Punchy + Bouncy = Refreshing!"*

Chris Baréz-Brown,  
Founder of Upping Your Elvis,  
and author of Shine and Free!

*"For business and marketing students. It's crisply written and very clear."*

Dave Trott, Author *Predatory Thinking*

*"This book is brimming with ideas I plan to plunder next time I embark on a slide presentation."*

Paula Carter, Director of Planning,  
Channel Four

*"Oh joy, someone's read all the marketing books so we don't have to. Thanks Kevin."*

John Clark, Planning Director, Coley Porter Bell

*"Kevin Duncan has a winning way with words."*

British Airways Business Life

*"So many business books comprise a few good ideas and a lot of padding. Kevin's book is full of a lot of good ideas and NO padding. Which would you prefer?"*

Euan Semple, ex-BBC, and author  
*Organizations Don't Tweet, People Do*

*"This is like a training camp for people who want to have great ideas."*

Mark Earls, author *Herd and I'll Have What She's Having*

*"Another gem from the King of Common Sense."*  
Chris Carmichael, Global Head of  
Media, HSBC

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

Paul Davies, Director of Marketing  
Communications, Microsoft

*"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, Everything Everywhere

*"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

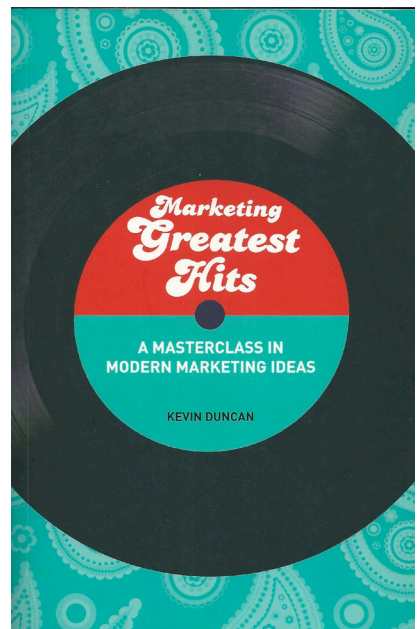
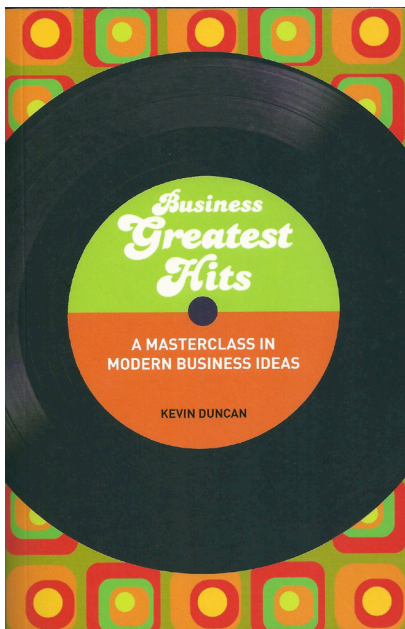
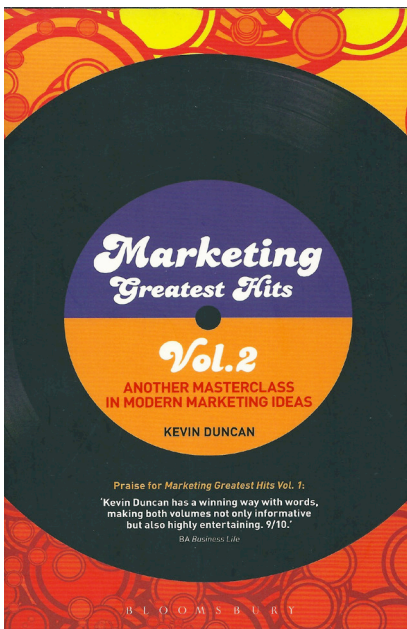
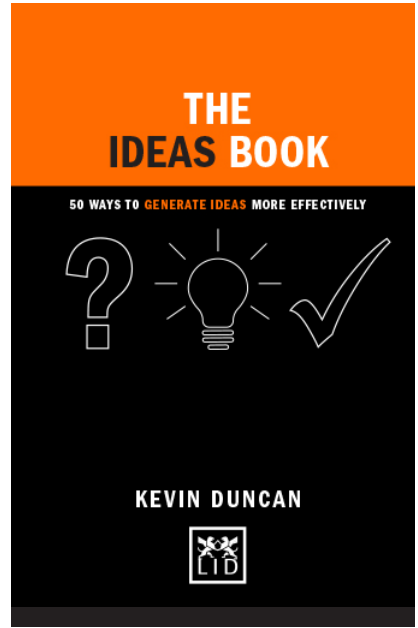
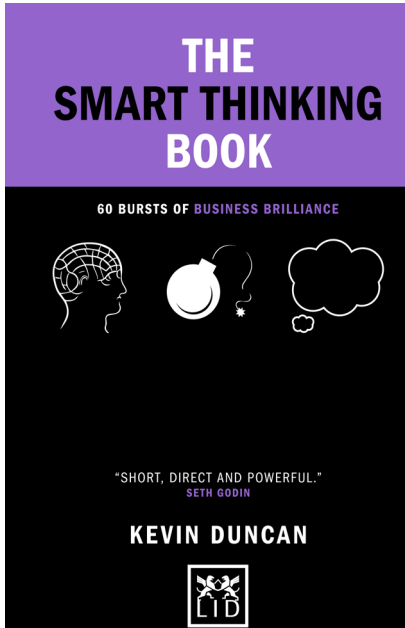
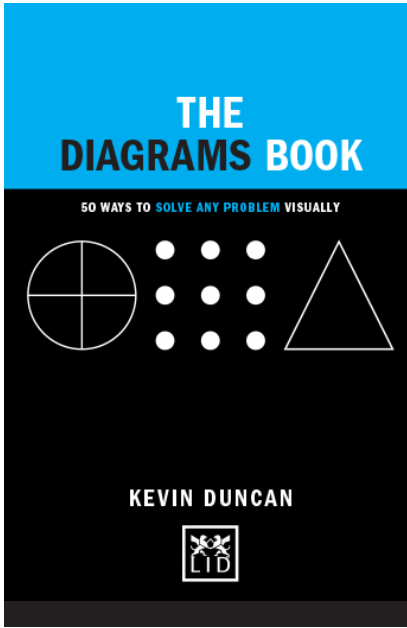
*"Kevin Duncan's new book is the latest entry in the ever-growing literary black hole that is 'ideas I wish I'd had'."*

Irish Times

*"World class trainer."*

Diana Rhodes, Head of  
Strategy & Planning,  
Royal Mail MarketReach






Teach Yourself

# SMALL BUSINESS SURVIVAL

What to do when things go wrong (page 3) Ripping up the straitjackets you built yourself (page 13) Efficiency is a sophisticated form of laziness (page 19) Thinking it more often is free so do it more often (page 23) Why the next big thing might be small (page 26) Post-blues or launch the three-year itch (page 84) What am I like? (page 133) Decide your own style (page 134) Don't confuse movement with progress (page 146) Action not activity (page 146) Learn more online (www.teachyourself.com/smallbusiness)




**INSIDER ADVICE FROM A TOP TROUBLESHOOTER**

Teach Yourself

# HOW TO TAME TECHNOLOGY AND GET YOUR LIFE BACK

Are you edicted? Do you need your attitude to (page 00) achieve more (page 00) How to listen (page 00) Choose the right (page 00) When is most (page 00) Don't technology spot jargon (page 00) to change technology? Think smarter, properly (page 00) doing nothing message (page 00) more productive (page 00) be defined by (page 00) How to and cliché (page 00)



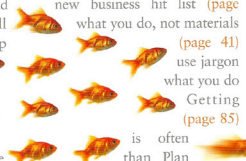
**REGAIN CONTROL, ACHIEVE MORE**

KEVIN DUNCAN

Teach Yourself

# RUN YOUR OWN BUSINESS

Write a simple, realistic plan (page 9) Write out your contact list and new business hit list (page 22) Try to sell what you do, not materials with a mark-up (page 41) Don't use jargon to disguise what you do (page 69) Getting paid (page 85) Plan B is often more productive than Plan A (page 105) Staying sane and relentlessly enthusiastic (page 125) Take the issues seriously but not yourself (page 126) Learn to say no politely (page 144) Learn more online (www.teachyourself.com/smallbusiness)




**INCLUDES BUSINESS PLAN ADVICE**

"I have never met anyone to match Kevin's extraordinary appetite for action. He does for business what Nike does for sport."  
Richard Hytner, Deputy Chairman, Saatchi & Saatchi Worldwide

KEVIN DUNCAN

# TICK ACHIEVE

How to get stuff done




Telegraph Business Club Book of the Week

Revised & Updated

KEVIN DUNCAN

# START


How to get your business underway



KEVIN DUNCAN

# SO WHAT?

The definitive guide to the only business questions that matter



# WHAT YOU NEED TO KNOW ABOUT STARTING A BUSINESS

KEVIN DUNCAN

"HE DOES FOR BUSINESS WHAT NIKE DOES FOR SPORT."  
Richard Hytner, Deputy Chairman, Saatchi & Saatchi Worldwide

# THE REVOLUTION


TAME YOUR TECHNOLOGY...  
GET YOUR LIFE BACK...



KEVIN DUNCAN

The DICTIONARY of BUSINESS BULLSHIT

The world's most comprehensive collection



KEVIN DUNCAN LTD

# OVERSEAS EDITIONS

## China (Taiwan, complex)

The Diagrams Book

## France

Tick Achieve

## Germany

The Diagrams Book, The Ideas Book

## Japan

The Diagrams Book, The Ideas Book

## Korea

The Diagrams Book

## Poland

Tick Achieve, Start, So What?

## Portugal

Business Greatest Hits, Marketing Greatest Hits

## Spain

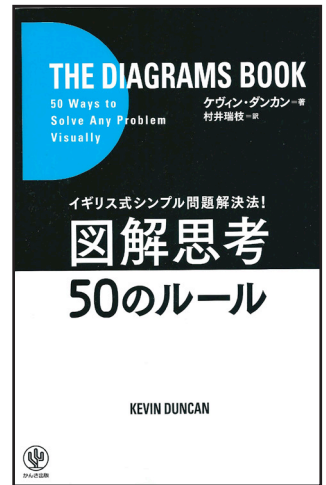
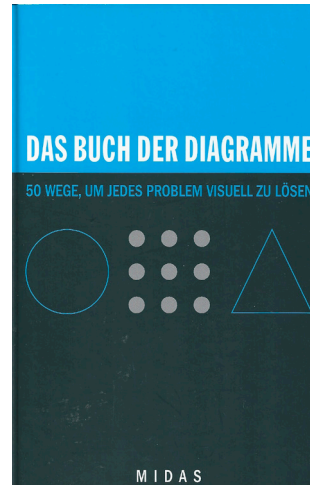
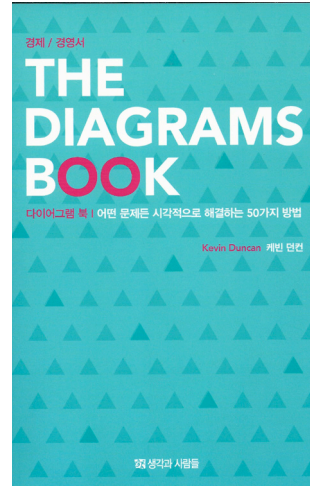
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