

**THE POWER OF EXECUTIVE COACHING FOR  
SUBJECT MATTER EXPERTS.**

**EXPERTUNITY**

[WWW.EXPERTUNITY.GLOBAL](http://WWW.EXPERTUNITY.GLOBAL)



# 10 REASONS WHY YOUR SENIOR EXPERT MIGHT NEED AN **EXPERTSHIP COACH**

1. They are very expert, but they are ready to go to the next level – from expert to mastery
2. They are becoming career stuck – and need to develop new skills (on top of their technical prowess) to become as influential and impactful as they want to be.
3. They don't want to become a people leader – but they want to keep growing, as an expert.
4. Their personal style can sometimes get in the way of building the win-win stakeholder relationships you need them to create.
5. They are good at talking, but not very good at listening.
6. They are comfortable in their technical bubble, but very uncomfortable outside it (but you need them to be comfortable engaging with the rest of the business).
7. They have so much more to add, if they only knew how.
8. They are so passionate about what they do, they tend to communicate with non-technical people by over-complicating messages and detail, losing their audience in the process.
9. They feel undervalued, blame everyone else for this, and it's affecting their performance and attitude.
10. You keep saving them, when actually, you need to be helping them save themselves.

**INDIVIDUAL COACHING CAN ADDRESS ALL OF THESE  
BARRIERS TO YOUR EXPERTS FULFILLING THEIR  
POTENTIAL.**

# WHY AN EXPERTSHIP COACH?

**Experts are different in so many ways from people leaders:**

1. They don't have clear career paths, so need help in shaping personal and professional progression.
2. They care about impact and influence, not promotions per se.
3. They have multiple masters and responsibilities, often operating semi-autonomously, and this requires excellent time management and stakeholder engagement skills (which often they have neglected to develop).
4. They can become very siloed in their technical bubble, and fail to see the big picture, and often don't see the value in seeing the big picture.
5. They incorrectly believe, because no one has told them different, that the only thing that matters is their technical prowess. They already believe they are as expert as they can be.

**Technical experts need coaches who (a) understand these differences and (b) have the tools that can help them.**

1. Our expertship coaches have been experts themselves.
2. They use the *Expertship Model* and the *Expertship360* to help their coachees understand their current strengths and opportunities for professional and personal growth.
3. They are expert in understanding expertship skills and how these apply to experts.
4. They work closely together with other expertship coaches, sharing experiences and techniques that work with experts.

# GETTING EXPERTSHIP COACHING RIGHT

The right processes and systems make sure coaching investments produce high-value returns.



## 1. The Right Coaches

Expertunity has an established network of accredited expertship coaches. Our coaches have led experts themselves, and are accredited in the expertship capability model.

## 3. The Right Chemistry

No coaching assignment commences before the coachee, following a “chemistry coffee”, has signed off on the coach. Chemistry and trust is a critical success factor. We don’t charge for chemistry coffee meetings.

## 5. Clear Roles & Responsibilities

Expertunity has a coaching contract which assigns roles and responsibilities to both parties. Coachee’s own their development.

## 7. The Right Results

Sustainable behaviour change as planned, and the skills to develop further without the support of a coach, are the basic measures of a successful assignment.

## 2. The Right Set Up

Coaching is expensive and needs proper set up procedures. At Expertunity these include briefings for the coach on the company as well as the participant, combined with clear and agreed objectives between all parties.

## 4. The Right Illumination

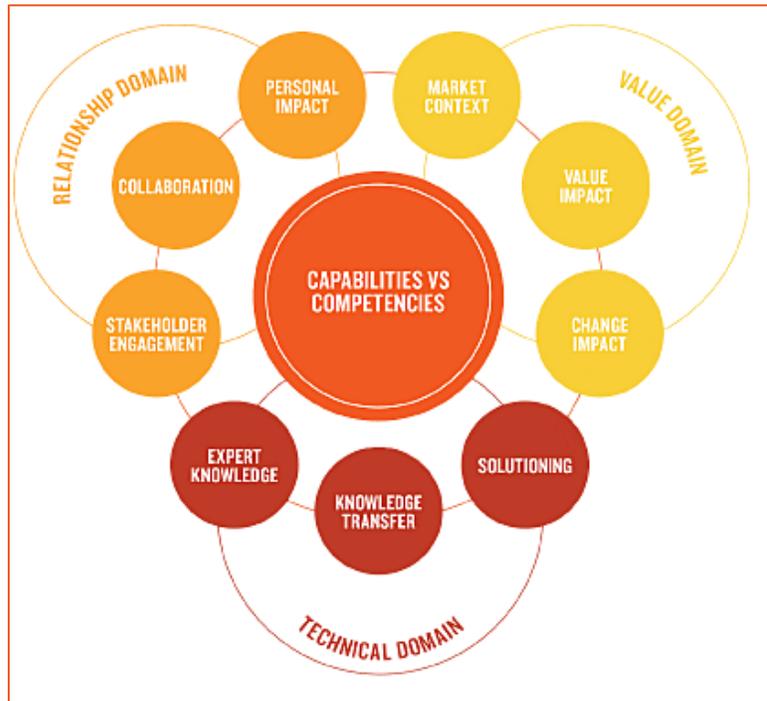
Expertunity believes in evidence-based coaching so we arm both the coach and coachee with objective data about the expert’s current impact and effectiveness in role through our Expertship360 survey.

## 6. The Right Check-ins

Expertunity coaching assignments have 3-way check-in’s with the expert’s manager at the beginning and end of the assignment to discuss goals and review success.

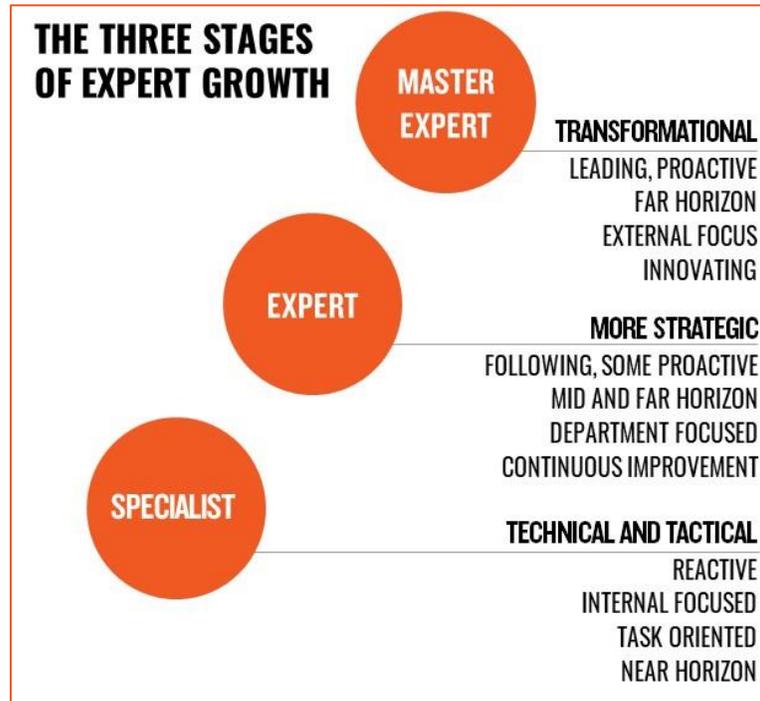
# GETTING **EXPERTSHIP** COACHING RIGHT

The right frameworks and tool boxes to support learning for experts. Unique to this coaching program.



## The Expertship Model

The world's most popular capability framework for experts, helping them understand both the technical and enterprise skills they need to master.



## The Three Levels of Expertship

Career pathing for experts that makes sense. The stages of greater influence and impact acts as a guide for coaching conversations.

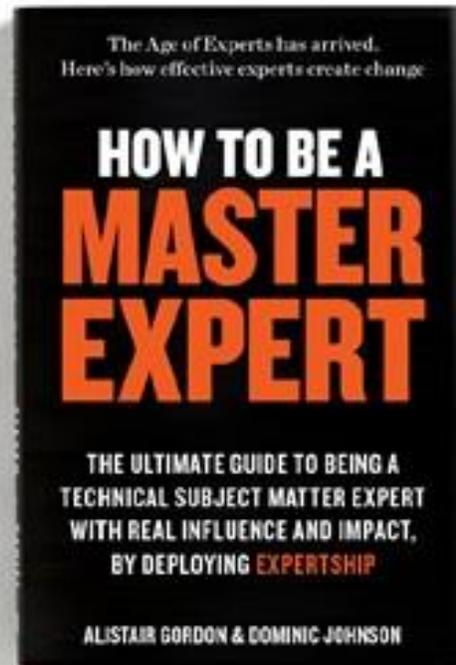


## The Ultimate Expertship Assessment

Properly structured feedback for experts included in every package, providing career defining insights via feedback from the coach.

# GETTING **EXPERTSHIP** COACHING RIGHT

The right publications to support learning for experts. Unique to this coaching program.



## **Master Expert**

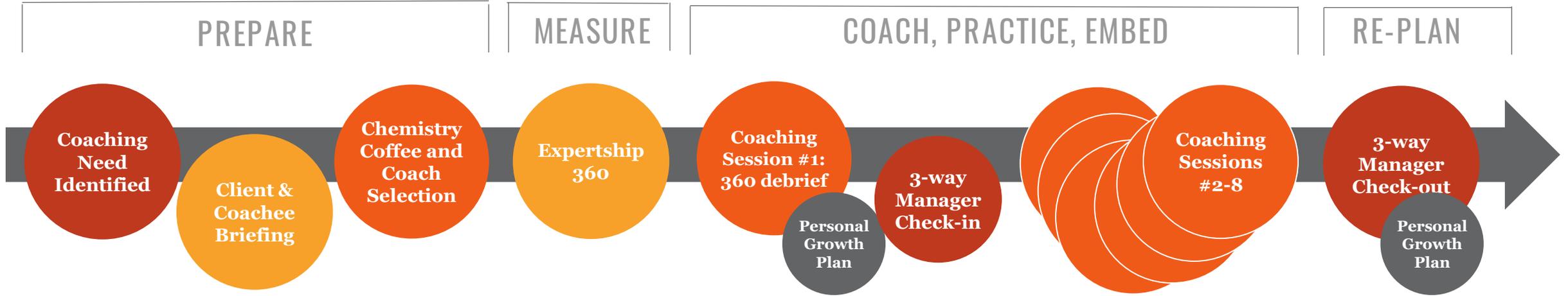
The world's best selling book on expertship, it is a manual for the expert focused on mastery, influence and impact. The authors are coaches on this program.



## **The Expertship Growth Guide**

Included in every program, this publication is the ultimate guide to build a personal growth plan for experts. Over 100 growth opportunities listed.

# HOW THE PROGRAM RUNS, T&CS, PRICING



Our coaching management team handles all appointments and keeps track of progress during the process. We aim to make the execution of coaching assignments as seamless and effort-free for our clients as possible.

## Terms and Conditions

- **Duration and location of sessions.** Sessions are 90 minutes. They typically occur virtually each month to allow time for coachees to apply insights in the workplace. Manager check-ins are 30 mins.
- **Confidentiality.** HFL provides the client with activity reports (number of sessions conducted, when etc..) but under no circumstances will we allow the coach to divulge any of the content of coaching sessions. This remains between the coach and the coachee.
- **Cancellations.** Since coach time cannot easily be reallocated at short notice, we regret that we have to impose strict terms and conditions around late cancellations. Any session cancelled less than 72 hours prior to the start time is automatically forfeited.

## Pricing

- **Pricing:** \$8,990 excl GST
  - **Note:** Price is inclusive of Expertship360 administration, reporting, arrangement of sessions, inter-session email support, and project management.

# WHO IS **EXPERTSHIP** COACHING FOR?



## **REFRESH ESTABLISHED EXPERTS**

Ensure more established leaders don't get stuck in a rut. Build self-awareness about how their expertise could be better received.



## **PUSH HIGH PERFORMERS**

Give high performers the polish they need to really shine. Offer Expertship coaching to show you value their contribution to your organization



## **FAST TRACK JUNIOR EXPERTS**

Help new or younger experts connect their great ideas with organizational goals and priorities. Teach them to consult and motivate stakeholders

AUDIENCES	RATIONALE	MESSAGING	OUTREACH
<b>HRBPs</b>	HRBPs often advise the Technical Heads (or GMs) about talent. They also see first hand negative impacts of experts.	<ul style="list-style-type: none"> <li>Jane could add so much more value as an expert, but ....</li> <li>Technically brilliant, Bill just needs more EQ ...</li> <li>Ross is a mission critical technical genius, but ...</li> </ul>	<ul style="list-style-type: none"> <li>HRBP emails. Download, 10 reasons</li> <li>Event? Webinar about managing crucial but difficult experts?</li> <li>Email ref Master Expert out to them (what to get your spikey technical expert this Christmas ...)</li> <li>Kirsten sales focus on HRBPs who look after shared services teams</li> </ul>
<b>TECHNICAL HEADS AND 2ICs</b>	Managers of experts teams. They “own” the experts. They also own the budget that will be spent on expertship coaching.	<ul style="list-style-type: none"> <li>Expert Bob causes so many problems for the team, but I’ll never be able to replace him ....</li> <li>Technically brilliant, expert Bill just needs be less brutal with colleagues...</li> <li>I wish I could trust expert Jane with meeting that stakeholder without me there .....</li> </ul>	<ul style="list-style-type: none"> <li>DCA emails. Download, 10 reasons</li> <li>Event? Webinar about managing crucial but difficult experts?</li> <li>Email ref Master Expert out to them (what to get your spikey technical expert this Christmas ...)</li> </ul>
<b>P&amp;C DIRECTORS</b>	Responsible for HR and talent. Set policy. Control budgets. Influence GM’s and heads of tech Depts.	<ul style="list-style-type: none"> <li>Expert Bob doesn’t live the organisational values, but is mission critical ....</li> <li>Technically brilliant, expert Jess is a flight risk because she’s career stuck</li> <li>Why can’t our experts play nicely with each other?</li> </ul>	<ul style="list-style-type: none"> <li>HFL emails. Download, Exec Coaching for Experts (finally!)</li> <li>Event? Webinar about managing crucial but difficult experts?</li> <li>Email ref Master Expert out to them (what to get your spikey technical expert this Christmas ...)</li> </ul>



1 Email out with messaging.



2 Bespoke landing page, with bespoke downloads.



3 Invite to complementary briefing on EXP-C secrets



4 The \$49 program that transforms your experts. With testimonials.



## Why does executive coaching work through Expertunity?

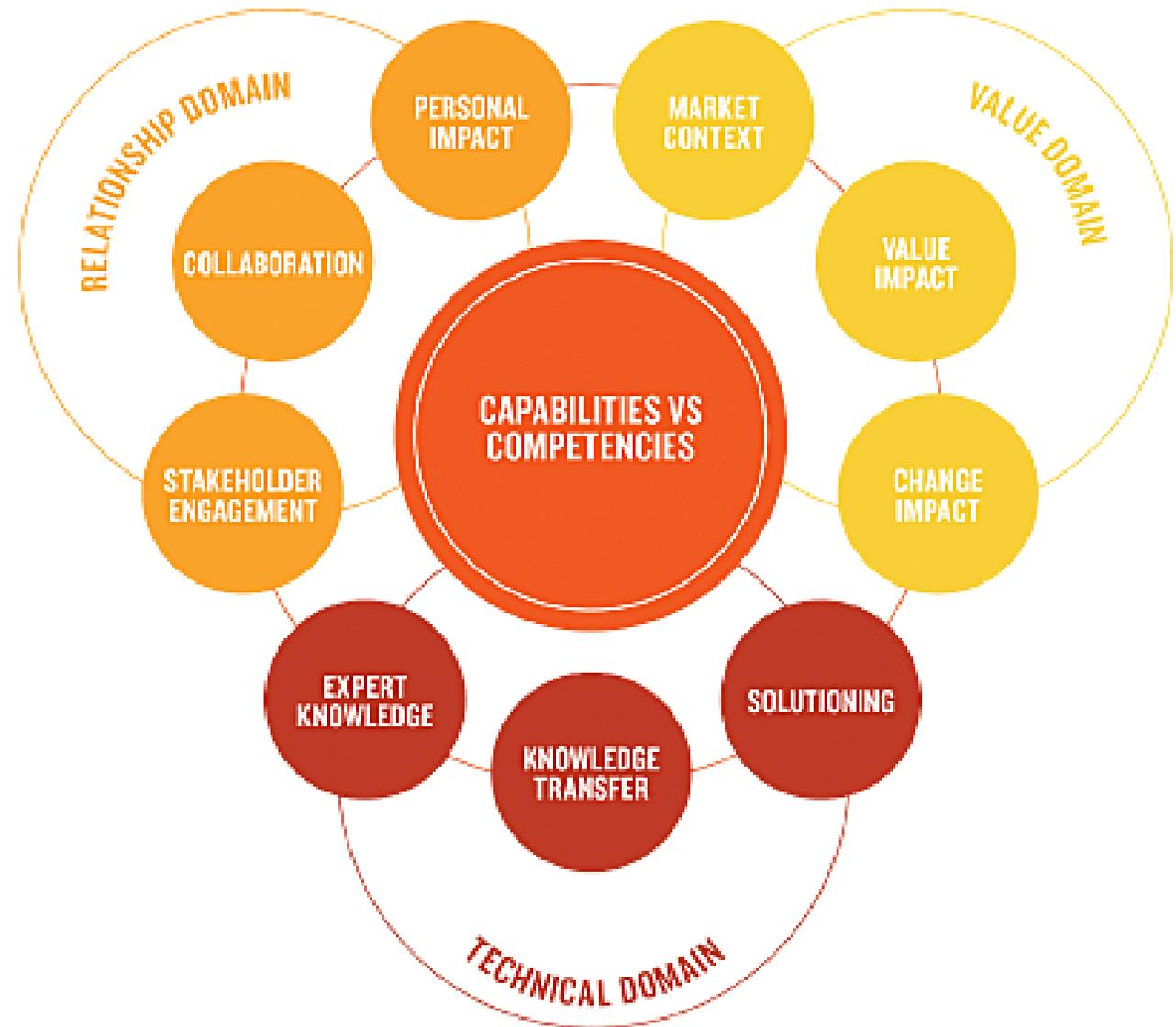
1. We are the experts on experts. Expertunity is the leading global authority on research and developing technical experts. Everything we know is deployed into the design and delivery of your expertship coaching programs.
2. Expertunity provides experts with a range of learning assets that no other provider can match. This includes *MASTER EXPERT*, the world's first published business book on expertship. It also include the Expertship Growth Guide, a 250 page book to help top experts plan personal growth plans.
3. Expertunity coaching includes our global leading 360-degree survey for experts, the Expertship360, based on Expertunity's Expertship Model.
4. Experts need customized coaching, with a coach who knows what it is like to be an subject matter expert. Our coaches are chosen specifically to coach experts, and fully accredited in our of our knowledge and frameworks.

## HOW IS EXPERTSHIP COACHING DIFFERENT?

Expertship coaching supports technical talent in acquiring and developing capability in line with our research-based capability model, [The Expertship Model](#).

It shows why technical knowledge isn't enough – you also need relationship management skills, and a strong understanding of business value.

We call these all-rounders “Master Experts”.





## WHY COACHING

Technical specialists hate long workshops, PowerPoint, and being told what to think.

Coaching takes the opposite approach.

The coach's job isn't to lecture – its to challenge the expert to come up with solutions to its own problems.

### PERSONALIZED LEARNING

Managers, HR and participants prioritize the learning most urgently needed by an expert to do their actual job

### COACHING, NOT TRAINING

Coaches help participants solve their real-world problems – and real play stakeholders so experts can test new approaches to real life negotiation

### WE MANAGE THE LOGISTICS

We handle the scheduling and reminders you.

### PRACTICAL AND ACTIONABLE

Breaking learning into episodic coaching sessions gives participants time to practice and embed what they learn

### SHOWCASE SKILLS YOU WANT THEM TO ADOPT

By modeling the ask vs tell approach of their coach, coachees can reduce dependency on their expertise and build others' capability

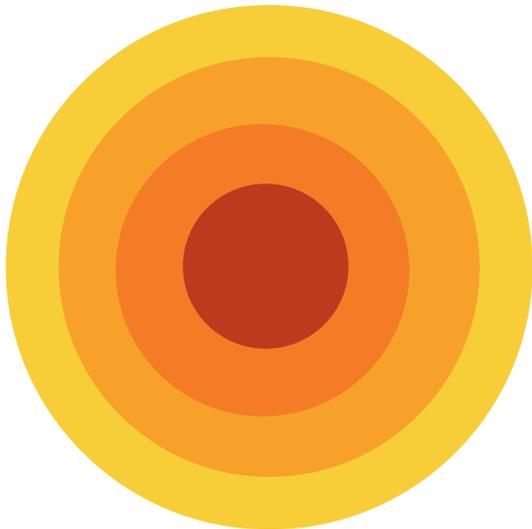
### NO TRAVEL TIME

Short, virtual sessions suit experts who don't want to take days away from their critical work.

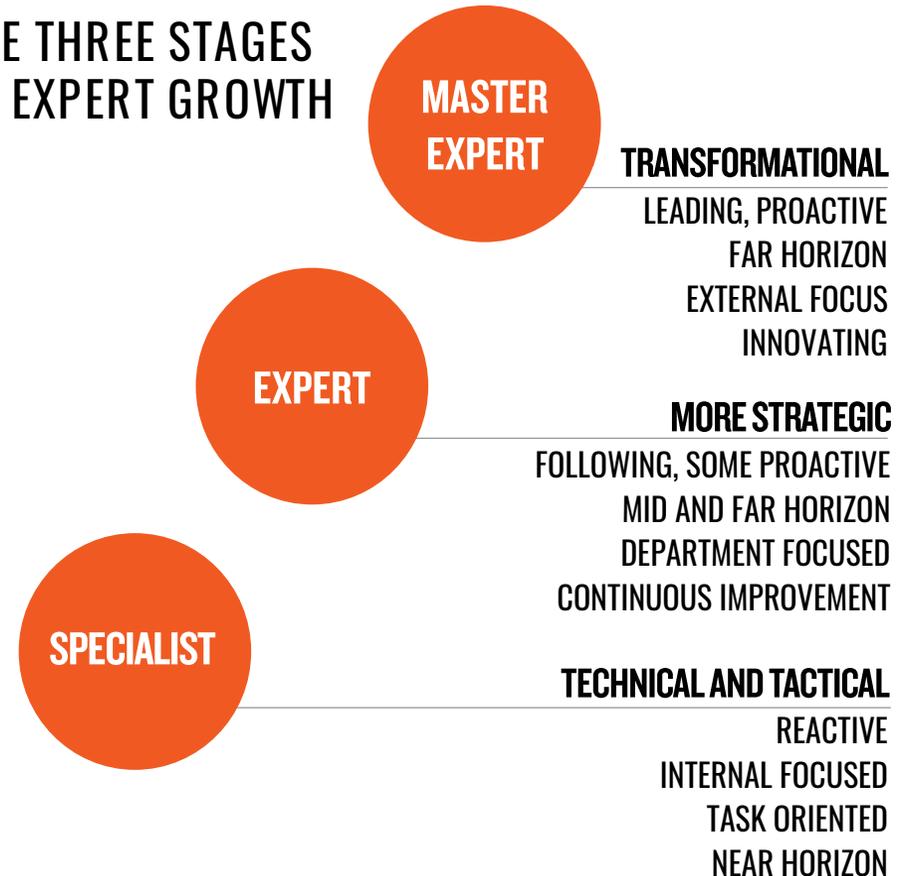
# THE EXPERTSHIP360

Our Expertship360 serves to show experts what level they are operating at within each of the 9 capabilities – from technical, tactical Specialists, to transformational Master Experts.

Coaching then supports experts to maximize relationships and organisational context so they can successfully **lead projects, new ideas and innovation.**



## THE THREE STAGES OF EXPERT GROWTH



# THE PERSONAL GROWTH PLAN (PGP)



Following the 360, the expert builds a PGP in collaboration with their manager and coach.

A PGP details the expertship skills they want to leverage and build on over the next 8 months, steps they will take, and how they will measure success.

## LEARNING CONTINUES AFTER PROGRAM END

A PGP gives participants, managers and HR a plan to continue to deploy new expert skills and behaviours even after program end.

## SOLVE REAL-LIFE EXPERTSHIP PROBLEMS

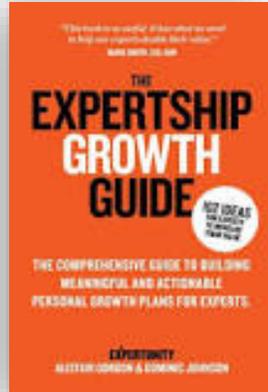
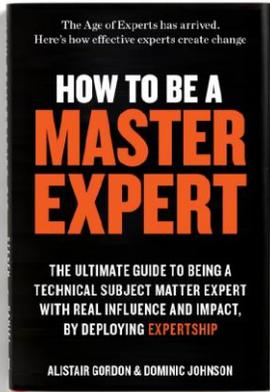
Participants use the PGP to prioritise the trickiest challenges they face in their real-life work – and create a plan to solve them.

A PGP ENSURES  
LEARNING CONTINUES  
EVEN AFTER THE  
PROGRAM IS DONE.



## GET NEW IDEAS

Each participant gets a free copy of The Expertship Growth Guide, with 100+ ideas to resolve common expert work challenges.



# WHO ARE WE? EXPERTUNITY IS PART OF HFL LEADERSHIP.

Founded in 2000, HFL Leadership offers bespoke leadership development and executive coaching.

Through our brands Expertunity and Fastlead, we support all forms of organizational development.



## BESPOKE LEADERSHIP DEVELOPMENT AND BENCHMARKING

Once of AsiaPac's most established leadership development groups, we're the pioneers of small-group coaching to improve the practice and embedding of leadership capability.

[HFLEADERSHIP.COM](http://HFLEADERSHIP.COM)

# EXPERTUNITY

## TURN YOUR TECHNICAL TEAMS INTO ORGANISATIONAL SUPERSTARS

Expertship coaching, industry research and benchmarking, 360 reviews and more for individual contributors, subject matter experts and technical specialists.

[EXPERTUNITY.GLOBAL](http://EXPERTUNITY.GLOBAL)

# FASTLEAD

## LEADERSHIP DEVELOPMENT FOR FRONTLINE LEADERS, MIDDLE MANAGERS AND SALES

Fast, effective upskilling of frontline leaders, with 1000s of successful alumni. Or deepen your frontline middle management capability through our Fastlead Plus program.

[FASTLEAD.COM](http://FASTLEAD.COM)

