

TAKING EXPERTS TO THE NEXT LEVEL

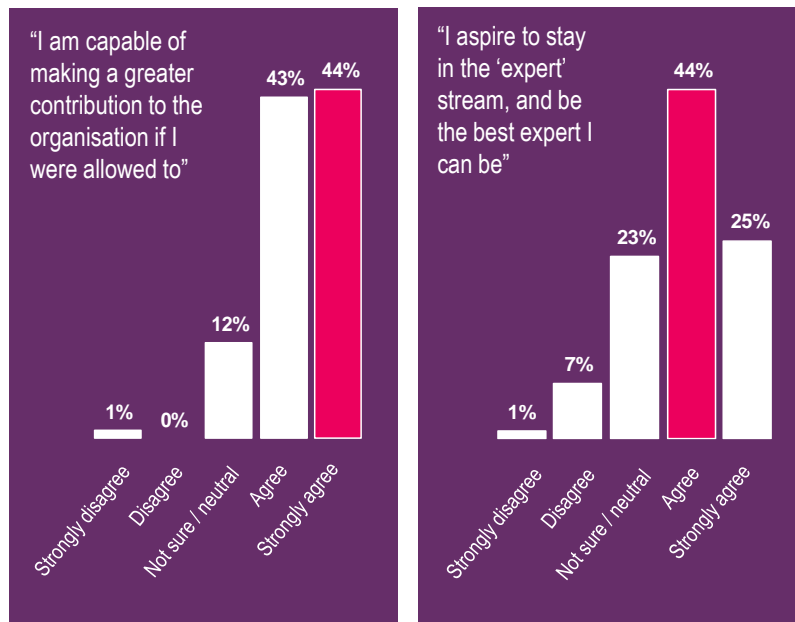
**Empowering Technical Experts to Reach Peak Performance THROUGH
Expertship programs**



EXPERTUNITY

WWW.EXPERTUNITY.GLOBAL

THE EXPERT DILEMMA: “I CAN MAKE A GREATER CONTRIBUTION, IF ONLY I WERE ALLOWED TO.”



Source: Expertunity Research

Delve into any organisation to explore how it achieves its mission, and you'll find **technical experts** keeping the lights on, adding value, and creating the future. Technical experts come in many flavours (see side bar).

But technical experts in most organisations face a common problem.

- Despite their current often mission critical contributions, 87% think they could add more value.
- And 69% want to stay in the 'expert stream,' rather than be promoted to be a people leader.

Critically, many technical experts hit a technical ceiling, where they can't progress their influence, impact or career.

They have brilliant *technical skills*, but don't possess mastery yet of the *enterprise skills* that will enable them to become super-charged experts.

WHO ARE THE 'EXPERTS'?

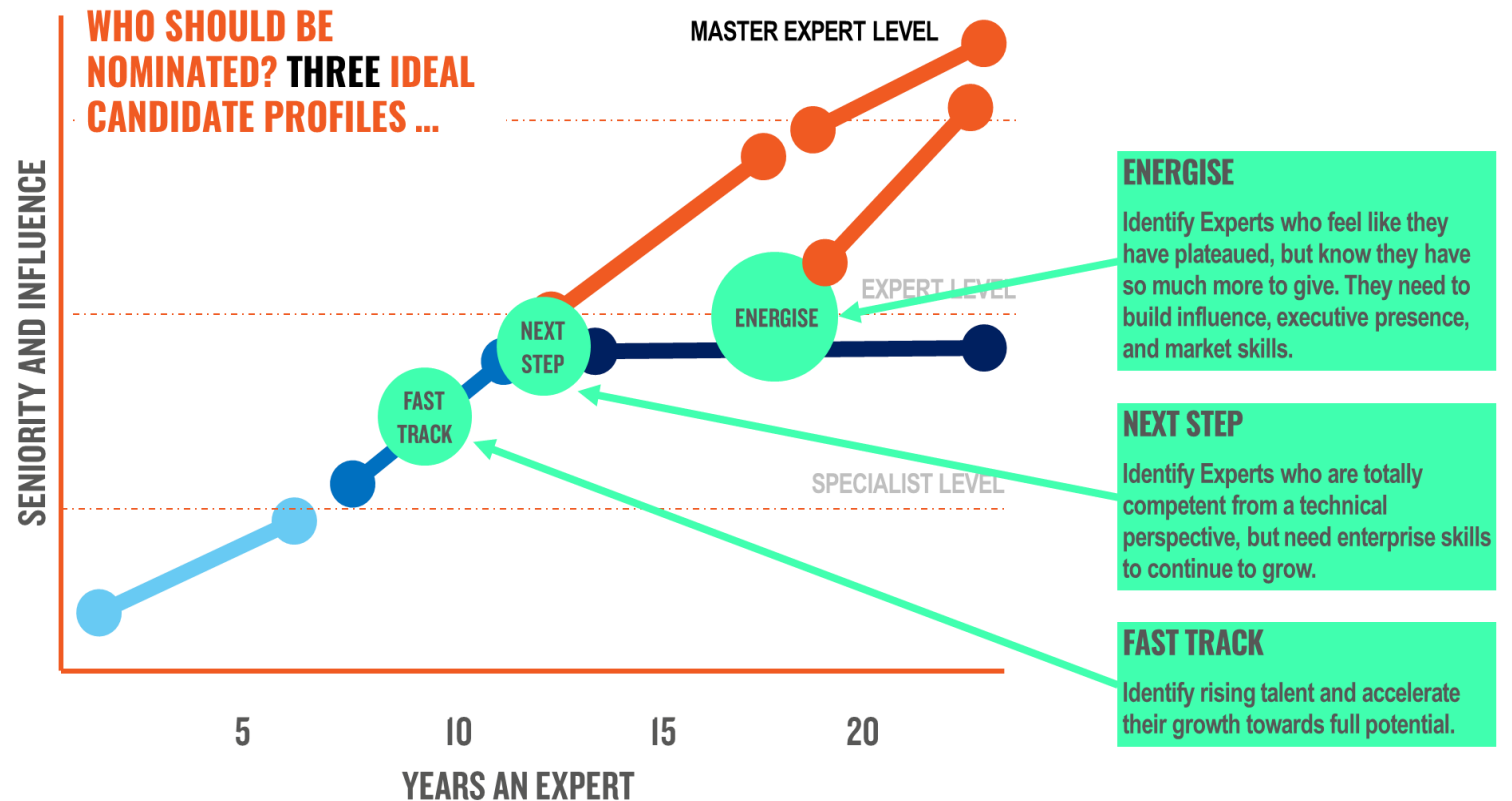
Any domain of knowledge will have its experts. You will find subject matter experts across all functions of organisations, from customer service to risk management, information technology to finance, engineering to science, and sales to human resources. Experts typically have most, if not all, of the following attributes. They:

1. Are widely recognised as a reliable source of knowledge, technique, or skill that is demonstrably greater than their stakeholders.
2. Have a proven track record of success in applying this knowledge to real-world problems and opportunities.
3. Judgment and insight which are accorded authority and status by the public or their peers. Insights are typically reinforced with facts, data and evidence.
4. Have prolonged or intense experience through practice and education in a particular field with recognised qualifications and credentials.
5. Have an identity which is focused on a very specific area of detailed knowledge, where they have developed depth over breadth.
6. Are costly and difficult for the organisation to replace.

HOW EXPERTSHIP PROGRAMS HELP TO CREATE CAREER BOOSTS FOR TECHNICAL EXPERTS

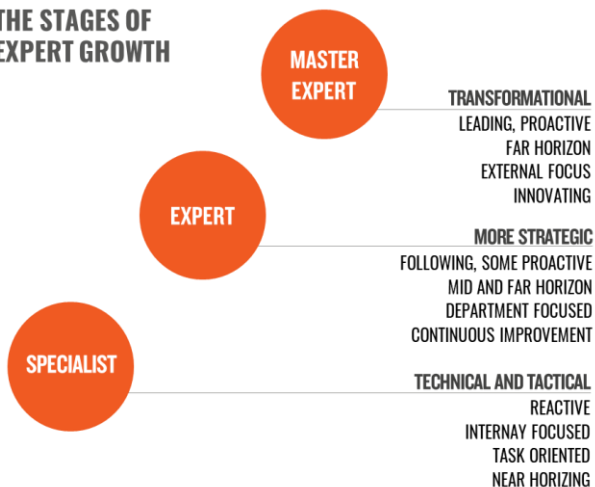
Experts tend to have quite predictable journeys, with the acquisition of technical skills in the early years. Many experts don't get offered the chance to add enterprise skills, and this plateaus from a career and value-add perspective. Many organisations are now catching experts earlier, and adding those enterprise skills, which takes experts to the next level of impact, influence, and value creation for their organisation.

- ✓ **Fast track new or younger experts** – help them connect their ideas to organizational goals; teach them to consult and motivate stakeholders; support them in managing priorities.
- ✓ **Push high performers** – show you value their contribution and help to expand their influence.
- ✓ **Re-energize established experts** – build self-awareness about how their expertise could be even better received and leveraged.
- ✓ **Encourage networking** – break down silos and foster learning and collaboration across expert domains – or even across industries with multi-client pods.



EXPERTS HAVE OVER-INVESTED IN BUILDING TECHNICAL SKILLS, AND UNDER-INVESTED IN ENTERPRISE SKILLS

THE STAGES OF EXPERT GROWTH



Outstanding and current technical skills are the ticket to the game for most technical jobs.

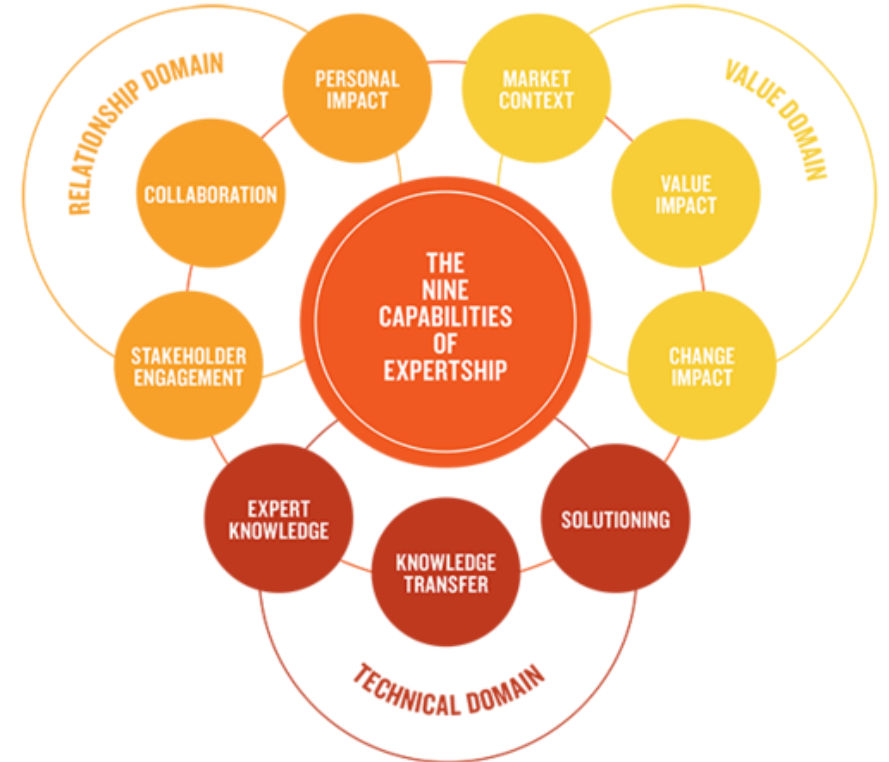
So it stands to reason technical experts focus on building technical skills – expert knowledge, technical solutioning, and knowledge transfer – above what we describe as enterprise skills – those you see in the Relationship Domain and the Value Domain (see graphic left).

Most organisation encourage this specialism and focus.

But once very technically proficient, the technical ceiling comes into play. Because the technical expert hasn't mastered the enterprise skills they need to wield influence and impact in their organisation, their career stalls – at the 'expert' level.

To progress to 'master expert' level, they need *Expertship programs* that embed expert enterprise skills in experts to complement their great technical skills.

ENTERPRISE SKILLS VERSUS TECHNICAL SKILLS



Source: The Expertship Model © Expertunity Pty Ltd



“The Expertship program really switched on a light for me.

“It made me realise that there is so much more to being a technology person than the technology.”

- KELLEE WILLIS
SENIOR MESSAGING
AND COLLABORATION
ENGINEER



“I broke down crying when I did my presentation [at the end of the program]. That’s how much of an affect the course had.

“It helped me ultimately in my work and my life. We came off the course euphoric, feeling that we had knowledge that was going to change the world.”

- TONY HORTON
SENIOR UNIX ADMINISTRATOR



“It gave me tools I could genuinely use. It wasn’t just another airy-fairy management course where you sit and listen for multiple days.

“Even two years after doing the course I still remember the tools. I can really apply them.”

- DAVE BROWN
TRANSFORMATION PROJECT
DIRECTOR

Average Mastering Expertshjp
NPS from Participants July 2020 –
June 2021

DO TECHNICAL EXPERTS EMBRACE EXPERTSHIP PROGRAMS?



NET PROMOTER SCORES BANDS OF PERFORMANCE

To what extent would you recommend this program to other experts? Score out of 10.
1 to 6 – “detractors: - count as negatives. 7 and 8 – “Passives” – count as neutral. 9 and 10 – “Promoters” – count as positives. To get world class almost every participant needs to be scoring the program a 9 or a 10.



CURRENT CLIENTS



MASTERING EXPERTSHIP
IDENTIFYING THE RIGHT PARTICIPANTS

EXPERTUNITY

SYDNEY ● NEW YORK ● LONDON ● SINGAPORE

WWW.EXPERTUNITY.GLOBAL



HOW TO IDENTIFY THE IDEAL EXPERTSHIP PARTICIPANTS

Technical subject matter experts will want to attend this program in order to:

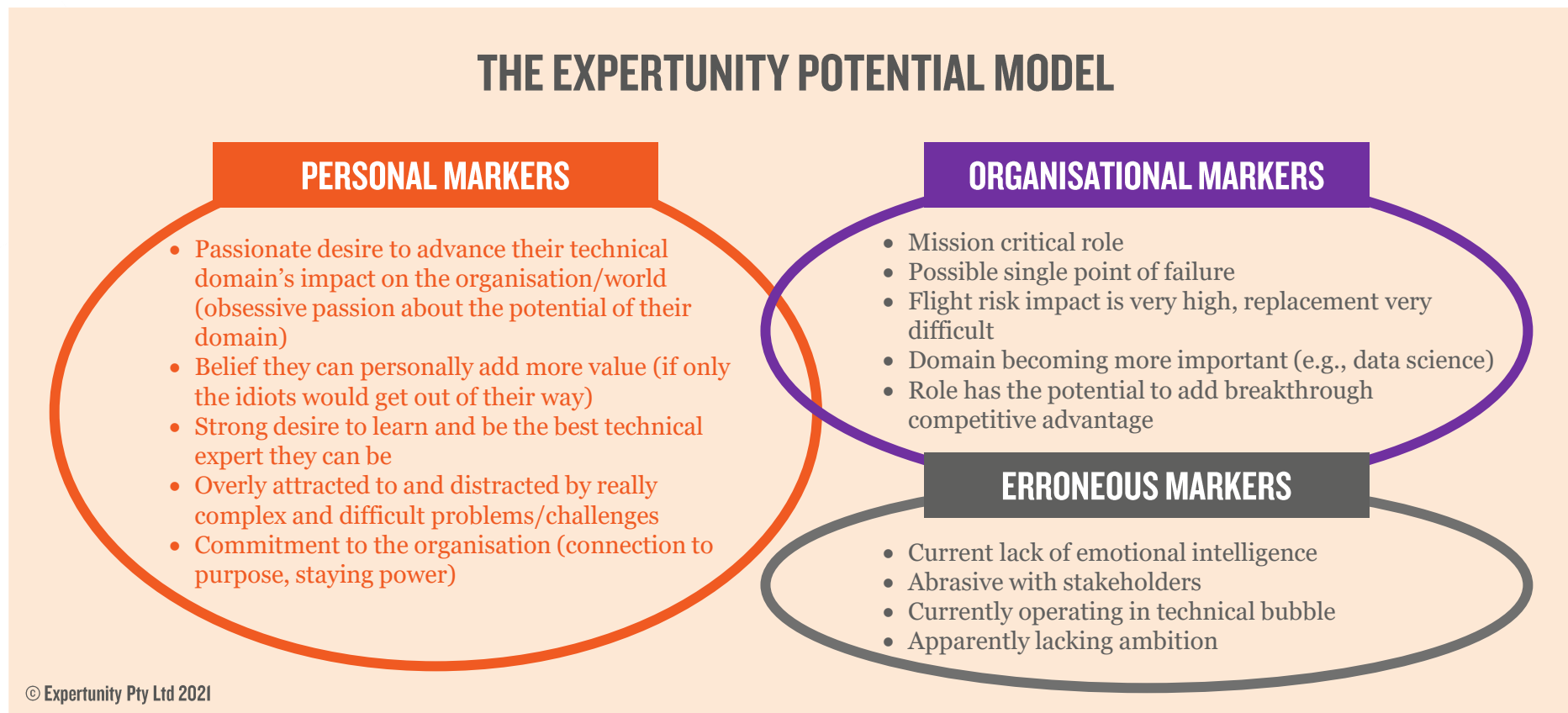
- Increase their influence and impact;
- Take their expertise to the next level in order to make the difference to their organisation they know they are capable of.

Your subject matter expert today	But	Key enterprise skills that need to be acquired	Your subject matter expert post program
Technically very proficient. Highly regarded for their competence and track record of delivery in their area of specialism.	But ... wants to have more influence and impact, and struggles to connect effectively (and be heard by) non-technical stakeholders.	Increased influencing skills, emotional intelligence, and the ability to connect their ideas for technical advancement with organisation strategy.	An expert who can influence both their technical and senior non-technical colleagues effectively.
Clearly has the ability to add much more value.	But ... is bogged down by lower value or ad hoc work, and struggles to find the clear air to add new value to the organisation.	Prioritization skills and clear understanding of what is important. Elevated collaboration skills.	Spends a majority of time on high value tasks, ensuring their work has the most value for the organisation. Able to manage competing priorities effectively.
Has the ability to make a strategic contribution in their specialism.	But ... has quite an internal and departmental focus, missing the external focus that strategic contributions require.	Developing a broader, more strategic view of where the organisation sits, and its opportunities to add more value to customers.	Ability to spot opportunities to increase the effectiveness of the whole organisation, not just tactical improvements in their area.
Has great ideas.	But ... struggles to articulate the organisational value in such a way that senior non-technical leaders find them compelling and actionable.	Elevated story telling skills. Political savvy to engage the right stakeholders around the right issues. Ability to connect ideas to much desired strategic outcomes.	Knows how to make the organisational benefits of the great ideas visible and compelling for a wide range of non-technical stakeholders.
Has the opportunity to build the capability of less experienced colleagues.	But ... lacks the time, skills, and sometimes the inclination to do so. Consequently, lower value tasks don't get delegated.	Coaching and mentoring skills. Ability to engage others in interactive, engaging and highly effective training.	Honoured by the team for sharing information, expertise and experiences effectively, building the whole team to a higher performance.



HOW TO IDENTIFY THE IDEAL EXPERTSHIP PARTICIPANTS

Many clients ask us for signs and symbols of what a technical expert with high potential might look like. Our Expertunity Potential Model describes what to look for. Special note: Erroneous Markers describe behaviours and attributes that are often mistaken for lack of potential, when in fact there is no correlation in our experience. In fact, given some of these behaviours and attributes can be significantly developed during an Expertship program they may even be a market for high potential rather than not.



EXPERTSHIP PROGRAMS PROGRAM DESIGN AND ELEMENTS

EXPERTUNITY

SYDNEY ● NEW YORK ● LONDON ● SINGAPORE

WWW.EXPERTUNITY.GLOBAL



PROGRAM OPTIONS

MASTERING EXPERTSHIP

The signature program for high-value technical experts from all knowledge domains in the *Mastering Expertship* program.

This is available in three configurations:

- Face to face, with a 4.5 day workshop; in-house only, minimum 12 participants.
- Face to face, with two workshops, 2 days and 2.5 days, one week apart; in-house only, minimum 12 participants.
- Virtual, with a one day virtual workshop and an addition 6 two-hour coaching pods. 4 Participants minimum for in-house, or individual experts in our public programs that start once a month.

The following pages explain each of these options and how they are configured in detail.

LEADER OF EXPERTS

Leader of Experts is designed to be a short, sharp informer about the Expertship Model and a refresher on coaching skills for managers of expert teams.

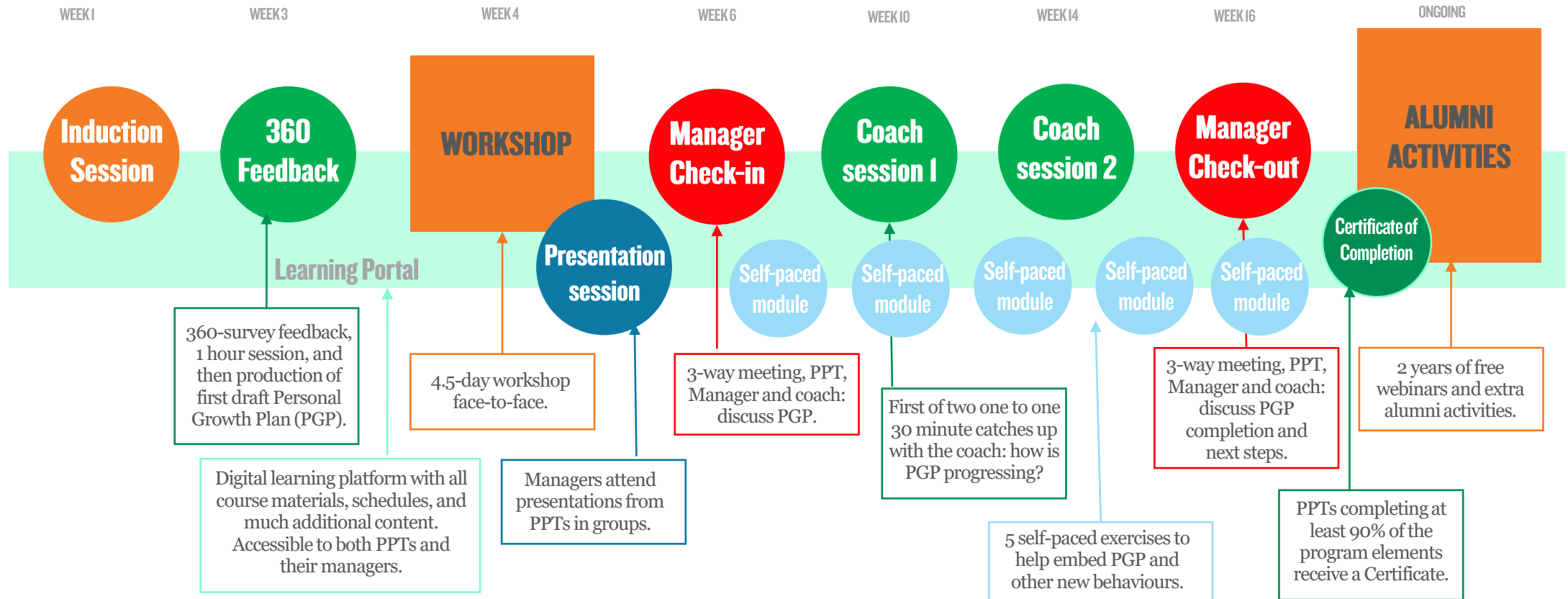
It is particularly valuable for leaders of experts when their experts are attending the mastering Expertship program.

Leader of Experts is available in two virtual configurations:

- A one day virtual workshop delivered in one day, with coaching sessions to follow; or
- A one day virtual workshop delivered in two half day sessions, with coaching sessions to follow.

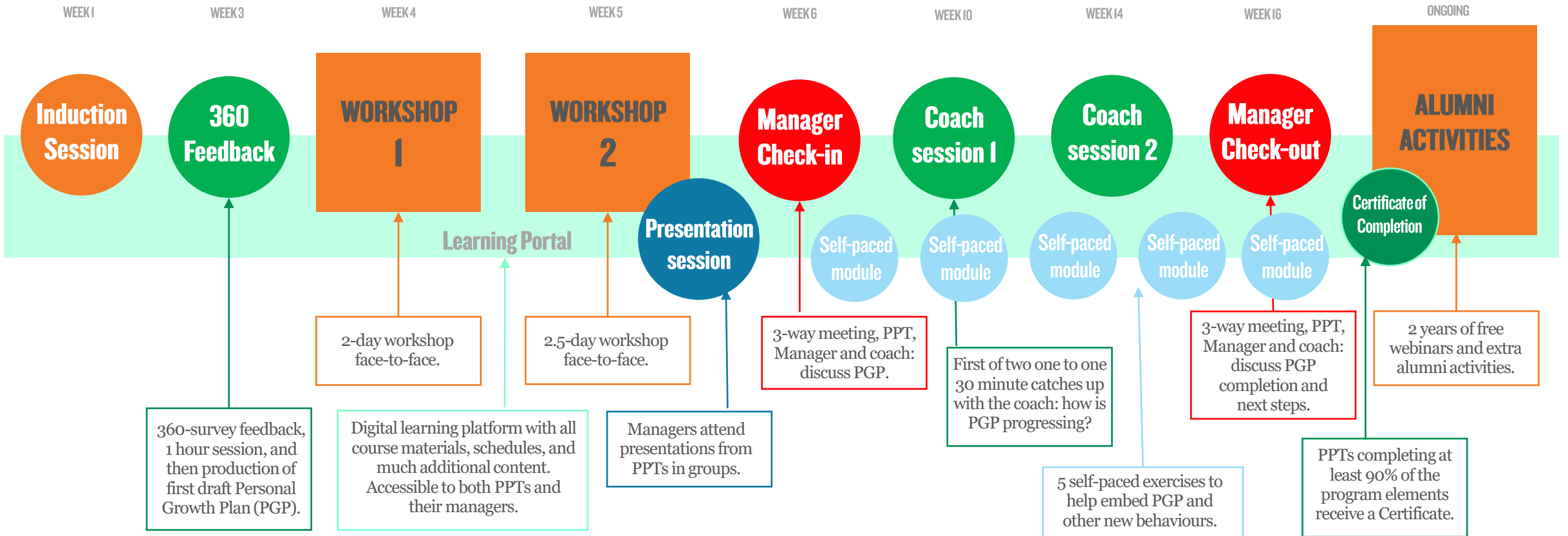
Minimum number of participants for an in-house program: 6.

2022 PROGRAM EVENT MAP Type A: One face-to-face workshop

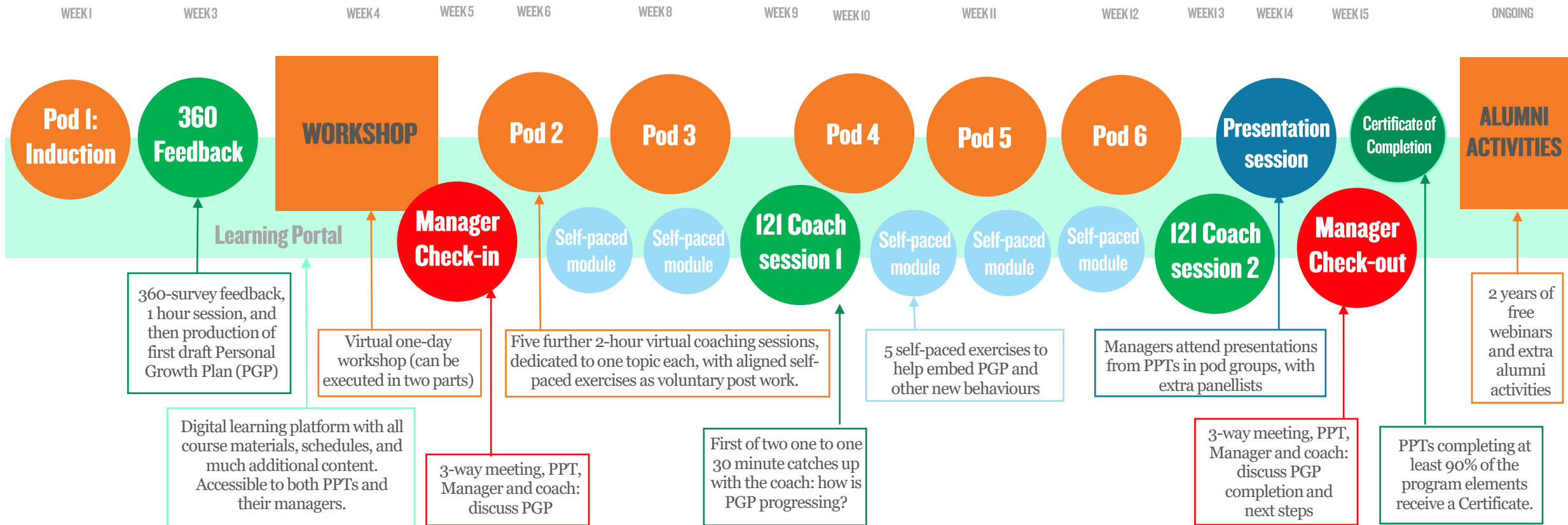


MASTERING EXPERTSHIP

2022/3 PROGRAM EVENT MAP Type B: Two face-to-face workshops



2022 PROGRAM EVENT MAP Type C: Virtual Pods



Virtual Pods consist of 4 participants per pod, so organisations can run in-house programs in combinations of 4 participants (12 is a typical number, all working together in the workshop, and then in three separate pods for the rest of the program), or can join multi-client pods which are comprised of experts from separate organisations.

THE CONTENT THAT TAKES EXPERTS TO THE NEXT LEVEL

Every topic in the *Mastering Expertship* program is designed specifically for technical experts who want to maximise their influence and impact.

The modules are based on mastering the nine capabilities of the Expertship Model.

Content is supplemented by pre-reading from the *Master Expert* book, following growth planning leveraging the *Expertship Growth Guide*, and a set of voluntary self-paced learning modules (which 75% of experts complete).

Note, this isn't a leadership course – it is designed by experts for experts who are interested in being the very best experts they can be.

Personal insights are provided by the results from the *Expertship360*, which is conducted for every participant.



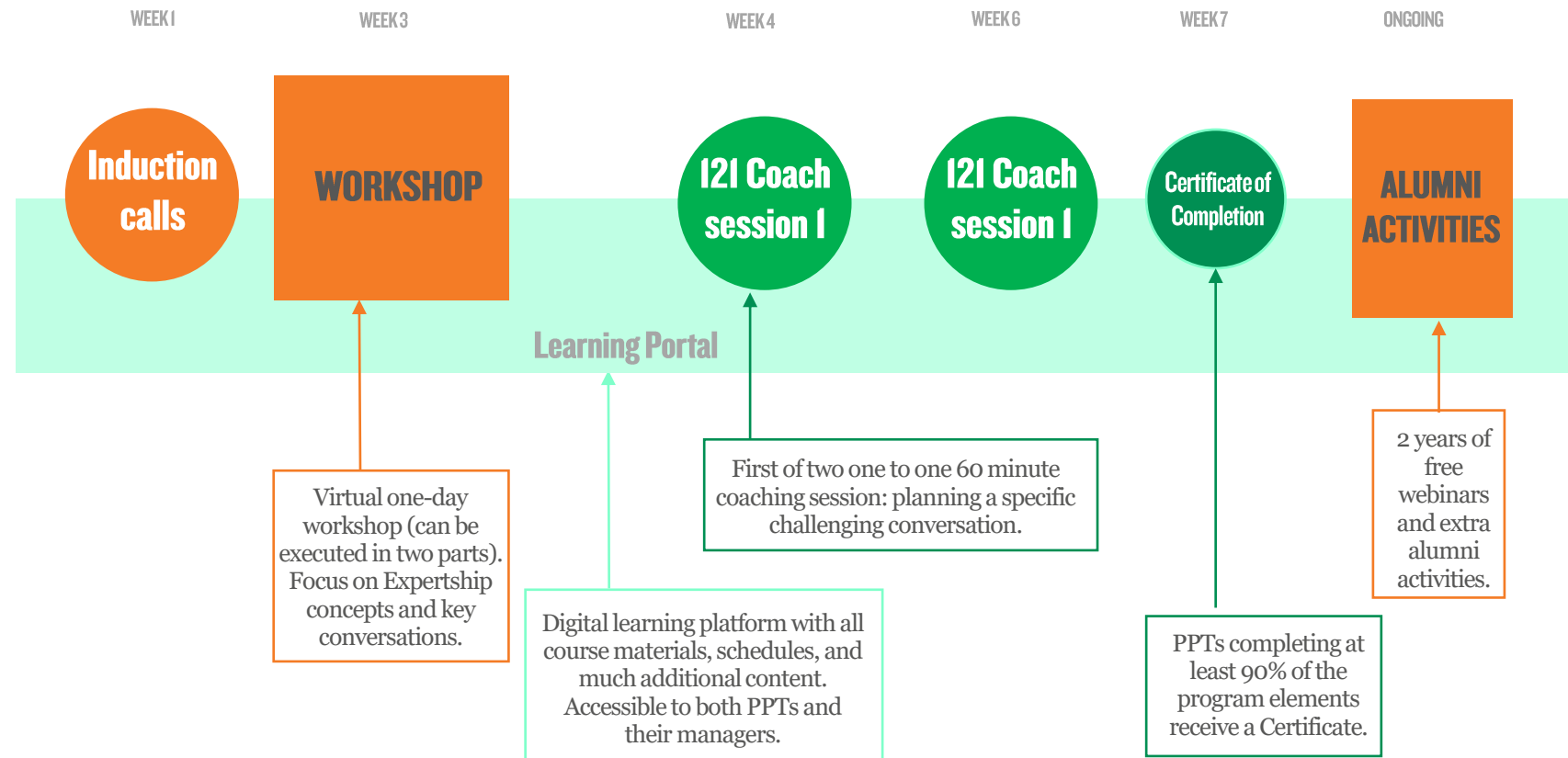
LEADER OF EXPERTS

2022 PROGRAM EVENT MAP Type A: One workshop, face-to-face or virtual

Most leaders of expert teams are extremely busy, and so this program has been designed to fit in with their busy schedule. Key concepts and models, along with exercises enhancing critical coaching skills, are socialised in a single one day workshop (delivered face-to-face or virtually).

The participants then have two one-hour virtual coaching sessions, where participants get to prepare a critical conversation with one of their experts with the assistance of the coach. Participants report this is a hugely valuable experience. Participants are supported by an extensive learning portal, and also a copy of the *Expertship Growth Guide*, the complete guide to building a personal growth plan for experts.

Leader of Experts is facilitated by our team of Master Facilitators who are fully accredited expertship coaches.



HOW TO GET STARTED

COMMENCE A PILOT PROGRAM

Nearly every large client we have today started with a small pilot – a proof of concept. A pilot answers the fundamental questions – does the program really work, and will it work for our technical experts?

Pilots are easy to organise – with the Virtual Pods being the most popular choice. Finding between four and twelve participants is relatively easy, investment cost is low, and the virtual pods are very easy to organise and get started quickly.

Crucially, we suggest you ask our help in thinking about which experts to nominate, so that you get a good selection and therefore a good sample to assess the value of the program against.

Some clients decide to start with one or two experts, attending our multi-client pods (which typically start every month).

Contact us on Freecall number in Australia: 1300 083 655, or at info@expertunity.global.

NOT READY FOR A PILOT PROGRAM?

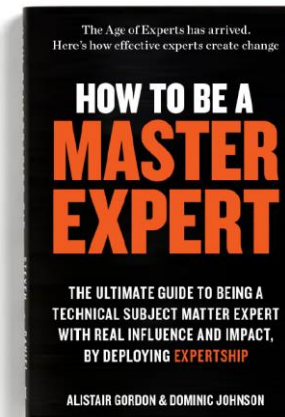
Several of the key assets we use in our Expertship programs are available to the public for sale. The key two texts we use on the program are available for sale on all good book platforms.

The Expertship360

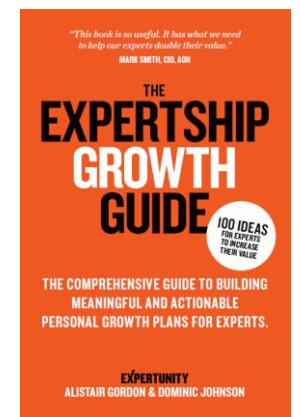
Part of every Expertship program, it is possible to undertake the *Expertship360* survey as a standalone activity for technical experts. The feedback gained by experts from this assessment is regularly described as the most valuable part of the whole program.

I just want one expert coached

No problem, we can organise one-to-one coaching for your high value technical expert as a standalone engagement. This is becoming a popular option.



The ultimate manual for your technical experts on how to transition from expert to Master Expert. 5-star rating on Amazon.



Your technical experts never need to struggle with building a meaningful and actionable professional growth plan again. Includes 102 ideas to build expert capability.