

EXPERTSHIP

There's a lot of
untapped potential in
your organisation's
technical specialists.

Here's how to unlock it.

ALISTAIR GORDON, CEO.
WWW.EXPERTUNITY.GLOBAL

LET'S TALK ABOUT TWO HIGH-POTENTIAL EMPLOYEES



JULIA

A new, young, superstar manager with real potential.



GARETH

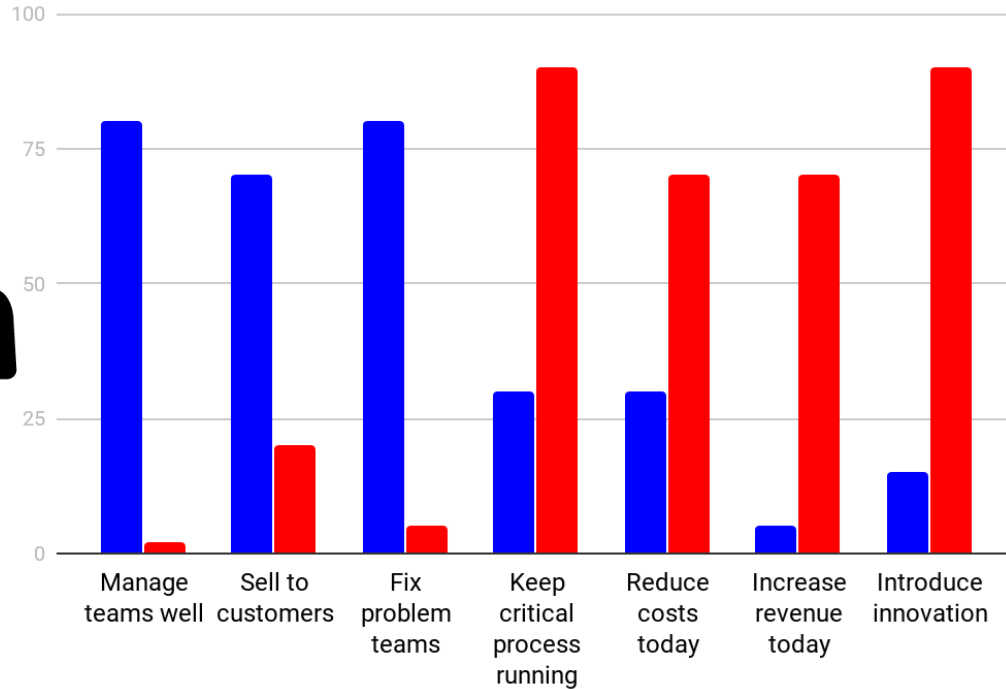
He's run your risk infrastructure for nine years.

He's directly and indirectly responsible for a several million in revenue and risk.

WHAT'S THEIR POTENTIAL?



JULIA



GARETH

GREAT! LET'S DEVELOP BOTH SO THEY CAN BE EVEN MORE EFFECTIVE



- ✓ Management fast track
 - ✓ Leadership coaching
 - ✓ Skills workshops
 - ✓ Secondment
 - ✓ Internal networking
 - ✓ Personal growth plan
- And more ...



✗ Can't help. Sorry!

Gareth doesn't want leadership coaching. He doesn't want to be CEO or even manage a team.

The development you offer to Julia doesn't work for Gareth.



YOUR ORGANISATION IS FULL OF PEOPLE LIKE GARETH



Actuaries



Coders



Lawyers



Engineers



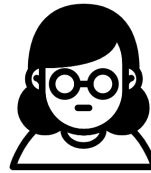
Data scientists



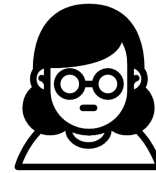
Researchers



Economists



Risk managers



Scientists



Compliance

THEY'RE NOT PEOPLE LEADERS, **THEY'RE TECHNICAL EXPERTS**



EXPERTS CREATE THE VALUE THAT EVERYONE WANTS



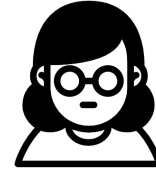
✓ Faster problem solving



✓ Less bureaucracy



✓ New products



✓ New services



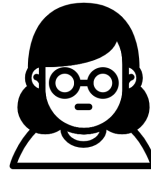
✓ More innovation



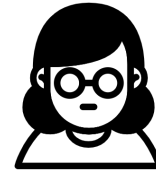
✓ Great ideas



✓ Reduced costs



✓ New ways to engage customers



✓ New efficiencies



✓ Competitive advantage

AND YET THEY GET SO LITTLE SUPPORT CREATING IT...

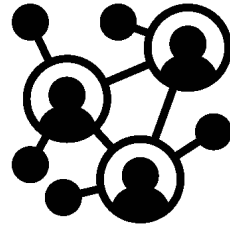


WHAT CAPABILITIES DO EXPERTS NEED?



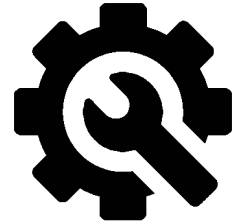
VALUE

How does an expert evaluate return on investment in new technology and processes?



RELATIONSHIP

How does an expert convince the organisation to adopt new projects and ideas?



TECHNICAL

How does an expert decide which innovations will be successful in future?



MORE EFFECTIVE VALUE SKILLS



TODAY

“It’s a cool technology, let’s use it”

“Why are customers important here?”

“I’m working through the list of things that need doing”

“That’s not my problem”

TOMORROW

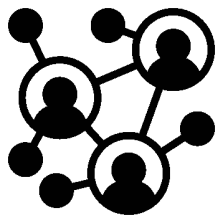
“What’s the Return on Investment (ROI)?”

“Will customers accept the idea?”

“I’m always thinking about the best way to order everything I have to do”

“What’s the risk and potential impact?”

MORE EFFECTIVE RELATIONSHIP SKILLS



TODAY

“Management isn’t smart enough to understand my ideas”

“It’s their fault we can’t get this started”

No stakeholder planning

“Politics is frustrating”

TOMORROW

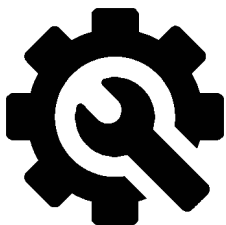
“I need to help managers understand the benefits”

“It’s my responsibility to convince people”

Regular stakeholder audits and prioritisation

“Politics is frustrating – but it’s got to be done”

MORE EFFECTIVE TECHNICAL SKILLS



TODAY

Learns from conferences, peers, the Internet, books, industry courses.

Doesn't share knowledge

No succession plan

"I'm the only person who can fix that!"

TOMORROW

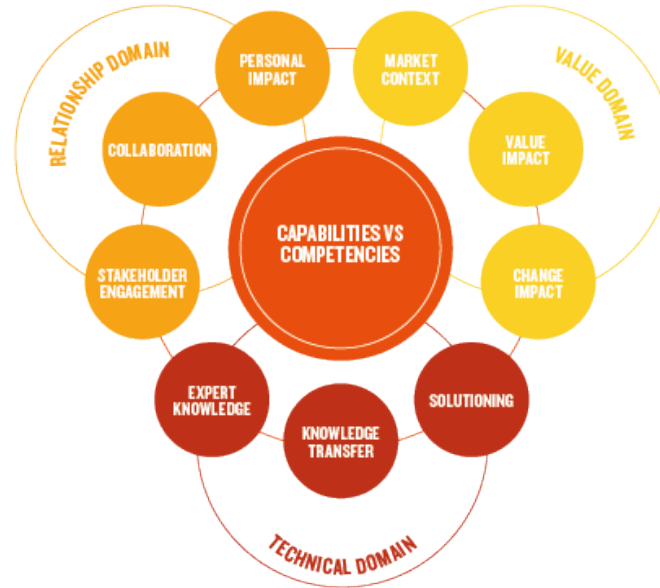
Their technical knowledge is probably fine - that's an area in which you can rarely fault an expert

Coaches others so they can help others innovate

Has a succession plan

Problems get fixed even if the expert isn't around

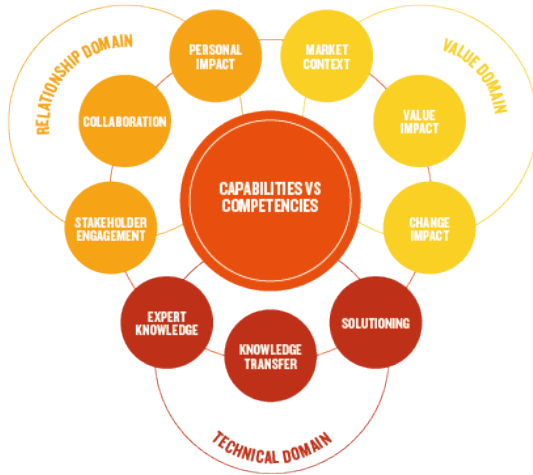
WE CALL THESE CAPABILITIES “THE EXPERTSHIP MODEL”



EXPERTSHIP IS THE ART OF **LEADING IDEAS,**
INNOVATION AND PROJECTS - NOT PEOPLE AND TEAMS.



HOW DO YOU START?



THE EXPERTSHIP360

Audit how well your expert performs today against the Expertship model



UNDERSTAND THE EXPERT GAP

Use the Expertship360 to identify gaps that prevent an expert becoming a Master Expert.

WHAT DO YOU LEARN?

([Mail us](#) if you'd like more information about the curriculum)

MANDATORY MODULES



INTRODUCTION
TO EXPERTSHIP



BUILDING
OTHERS SELF-
RELIANCE



MARKET
CONTEXT AND
STRATEGIC
ALIGNMENT



STAKEHOLDER
ENGAGEMENT

ELECTIVES



ADVANCED
COLLABORATION



ADVANCED
STAKEHOLDER
ENGAGEMENT



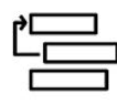
EXPERT
KNOWLEDGE
STRATEGY



INNOVATION
AND CHANGE



PERSONAL
IMPACT



PRIORITIZATION
FOR EXPERTS



SOLUTIONING

AGREE YOUR COACHING PLAN

Over sixteen weeks, the expert, their manager, your L&D and our coach prioritise the skills the expert wants to develop



HOW DO YOU ENSURE NEW LEARNING STICKS AND IS DEPLOYED?



CREATE A PERSONAL GROWTH PLAN

Once the modules are complete, the expert, their coach and manager create a personal growth plan



MANAGER AND COACH CHECK-INS

Over six months, the expert, manager and coach check in regularly to monitor the expert's progress



EXPERT ALUMNI

After coaching, the expert always has access to our expertship alumni group and portal



IS EXPERTSHIP DIFFICULT TO RUN?

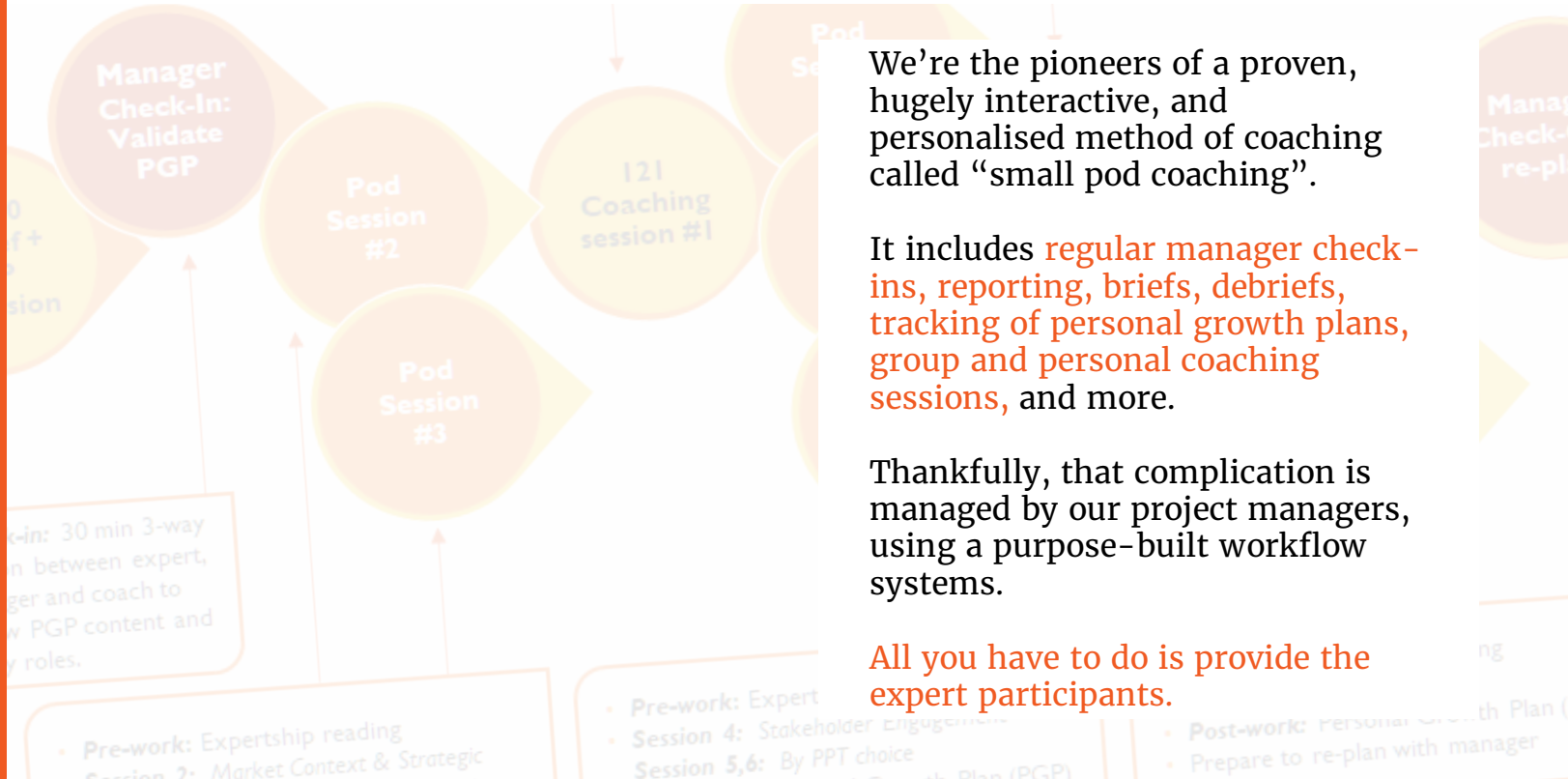
(For you? No. We do most of the work for you.)

We're the pioneers of a proven, hugely interactive, and personalised method of coaching called "small pod coaching".

It includes **regular manager check-ins, reporting, briefs, debriefs, tracking of personal growth plans, group and personal coaching sessions, and more.**

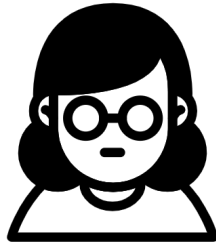
Thankfully, that complication is managed by our project managers, using a purpose-built workflow systems.

All you have to do is provide the expert participants.



DOES EXPERTSHIP WORK?

(94% of participants say it's improved their effectiveness.)



LYDIA JUKIC,
*SENIOR CORPORATE
COUNSEL*

"I didn't appreciate before I did the program just how potential I have to influence change in the organisation.

[Expertship] equipped me with the insights, the learnings and the tools to be a much more effective member of the legal team and the overall organisation."



DAVE BROWN,
*TRANSFORMATION
PROJECT DIRECTOR*

"It gave me tools I could genuinely use.

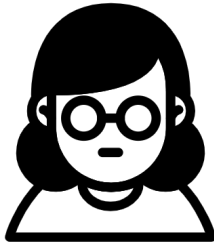
It wasn't just another airy fairy management course where you sit and listen for multiple days.

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



DOES EXPERTSHIP WORK?

(94% of participants say it's improved their effectiveness.)



KELEE WILLIS,
*SENIOR MESSAGING
AND COLLABORATION
ENGINEER*

"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."



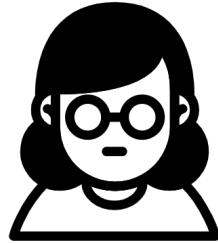
TONY HORTON,
UNIX ADMINISTRATOR

"I broke down crying when I did my presentation. That was how much of an effect the course had on me.

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."



CAN YOU AFFORD TO IGNORE YOUR EXPERTS? AND YOUR COMPETITIVE ADVANTAGE? AND YOUR BOTTOM LINE?



EXPERTS

- ✓ Already work hard
- ✓ Are incredibly effective
 - ✓ Achieve a lot
 - ✓ Have so much responsibility



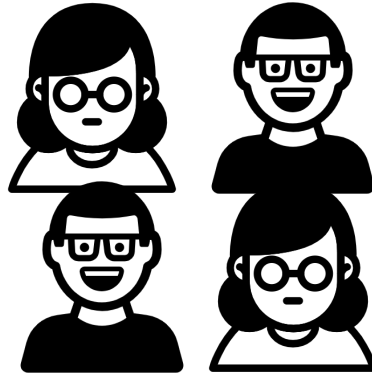
But ...

- ✓ There's more they can do
- ✓ There's more they want to do



EXPERTUNITY

ADD YOUR EXPERT TO AN
EXPERTSHIP POD **TODAY**



NEW PODS OPEN EACH MONTH.
[CLICK HERE TO REGISTER OR ASK QUESTIONS](#)

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