

# **TAKING EXPERTS TO THE NEXT LEVEL**

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



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# WHY INVEST IN EXPERTS?

## The Future of Work relies on harnessing expertise

The world has never stopped changing, but the pace of change and disruption is increasing exponentially. More than ever, organisations need their experts to maximise their potential to better help their organisations survive and thrive.

There are four global trends that executive teams ignore at their peril.

### INCREASING COMPLEXITY

As complexity increases, strategy gets harder.

Your experts can no longer be viewed as “service providers” but as “strategic partners”, developing and evolving your strategy continually, in real-time.

### STEM SUPPLY & DEMAND

STEM jobs are growing twice as fast in Australia as any other job and closing the global skills gap could add US\$11.5 trillion to global GDP.

The ability to attract, retain and develop technical talent will become a key source of competitive advantage.

### EXPONENTIAL DATA & NOISE

In a world overloaded with data and misinformation, your experts are best placed to identify the right information, complex connections and logical actions to take.

### HYBRID MODELS

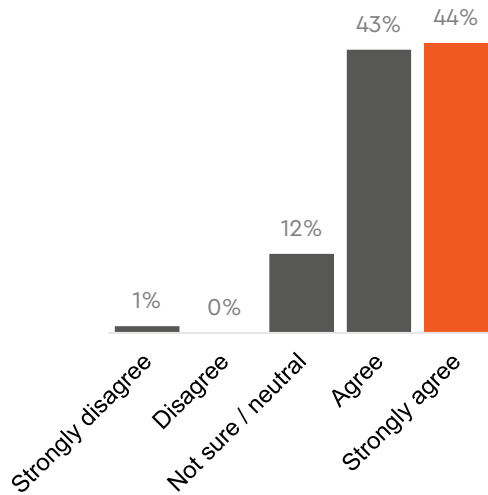
Organisations are organised for managers and workflow, not the flow of information and knowledge.

The most successful companies are building new organisational models and practices which optimise the flow of ideas, knowledge and learning.

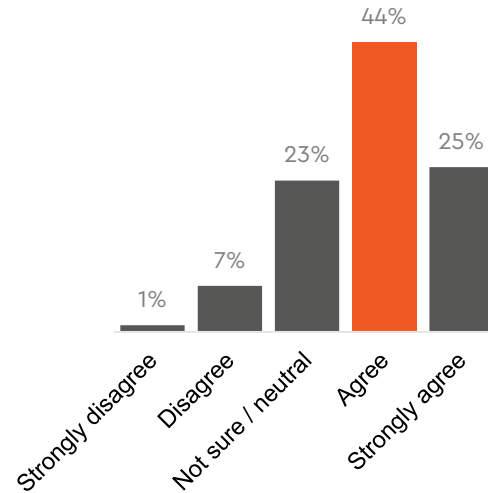
# WHY INVEST IN EXPERTS?

## The Expert Dilemma: “I can make a more valuable contribution”

“I am capable of making a greater contribution to the organisation if I were allowed to”



“I aspire to stay in the ‘expert’ stream, and be the best expert I can be”



Source: Expertunity Research

Despite the mission critical role experts play in transforming and future - proofing the organisation:

- 87% experts think they could add more value.
- 69% want to stay in the ‘expert’ stream, rather than be promoted to be a people leader.

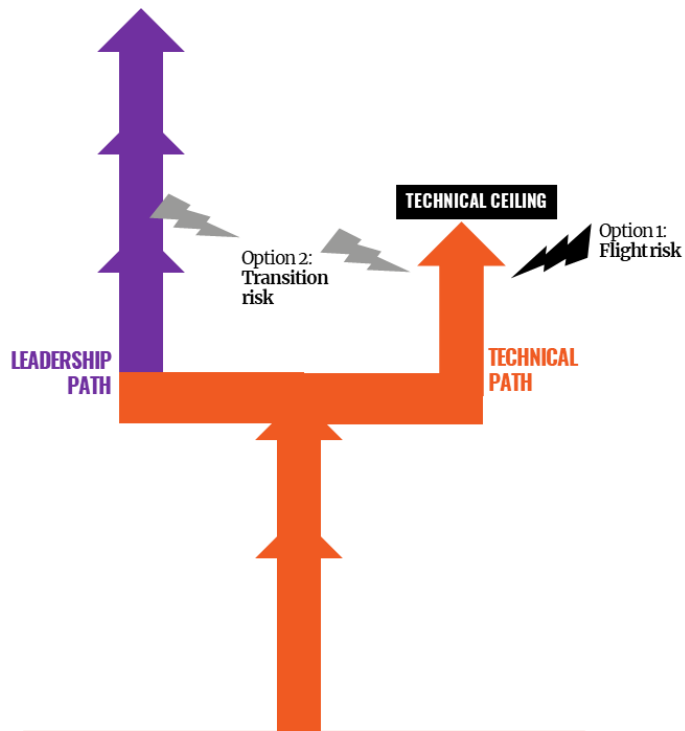
They have brilliant technical skills, but don’t yet possess mastery of the enterprise skills that will enable them to become super-charged experts.

### Who are subject matter experts (SMEs)?

- Anyone with deep domain knowledge, with a proven track record of applying this to real-world problems and opportunities.
- They are often costly and difficult for organisations to replace.
- SMEs include software engineers, financial analysts, risk specialists, data scientists, legal counsel, clinicians, project managers, quantity surveyors, social media leads and HRBPs.

# WASTING VALUABLE EXPERT POTENTIAL

High potential experts hit a “technical ceiling”

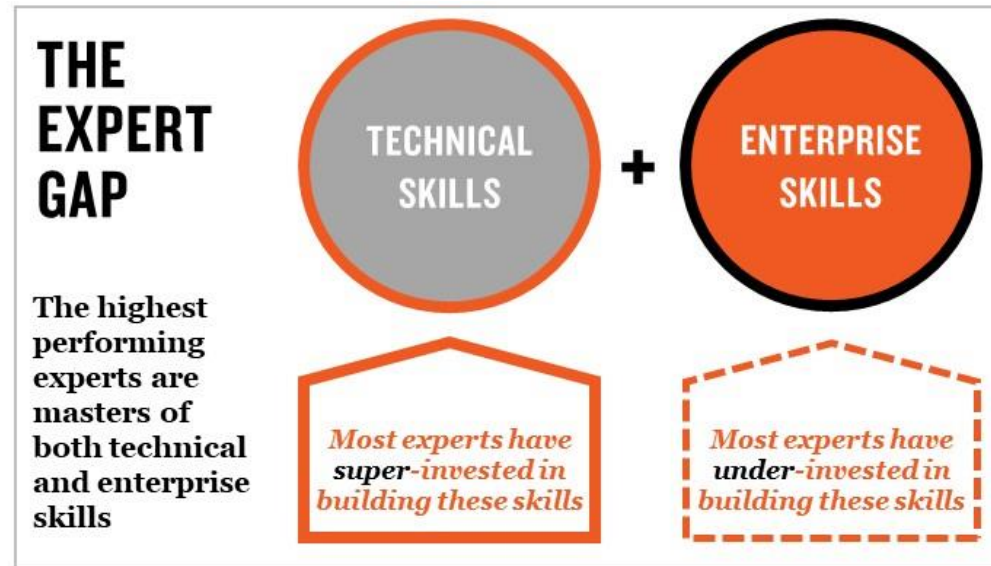


If we don't invest in technical talent, we leave experts feeling stuck . Their options are then limited to:

1. **Leave.** Hope the grass is greener somewhere else (it rarely is).
2. **Transition.** Attempt the high-risk transition into leadership, ill-equipped and trained.

To retain high-performing technical stars and improve overall team performance, it's important to help experts break through the “technical ceiling”, feel valued and capable of maximizing their effectiveness.

Expertship programs are specifically designed for those strong in their technical domain who want to develop key enterprise skills required to execute on their ideas and create the impact they know they can.



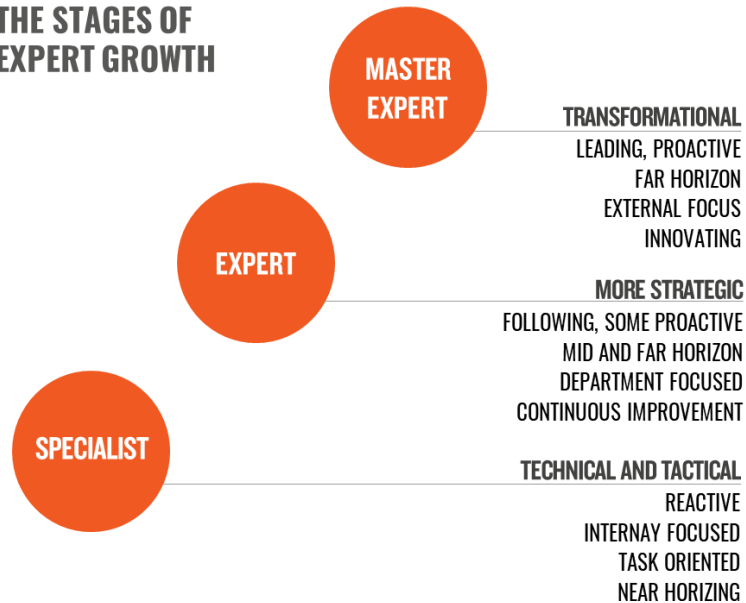
# WHAT DO WE MEAN BY EXPERTSHIP?

**Leadership:** The action of leading a group of people or an organisation.

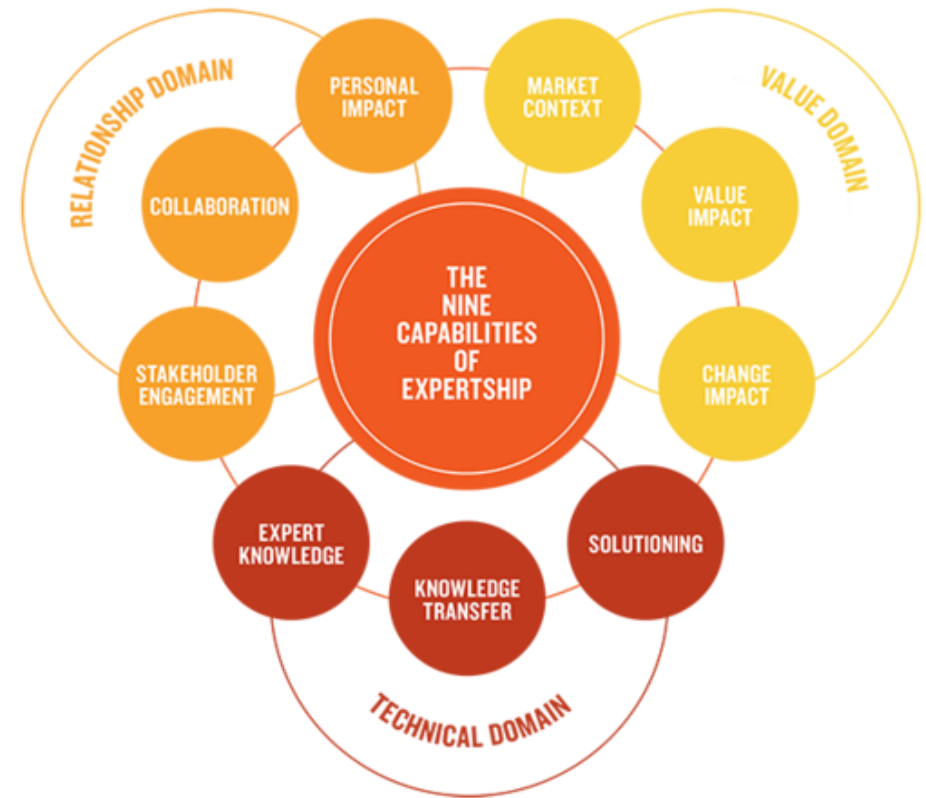
**Expertship:** The insightful application of expertise leading to optimal outcomes.

Top experts master the 9 capabilities of expertship.

## THE STAGES OF EXPERT GROWTH



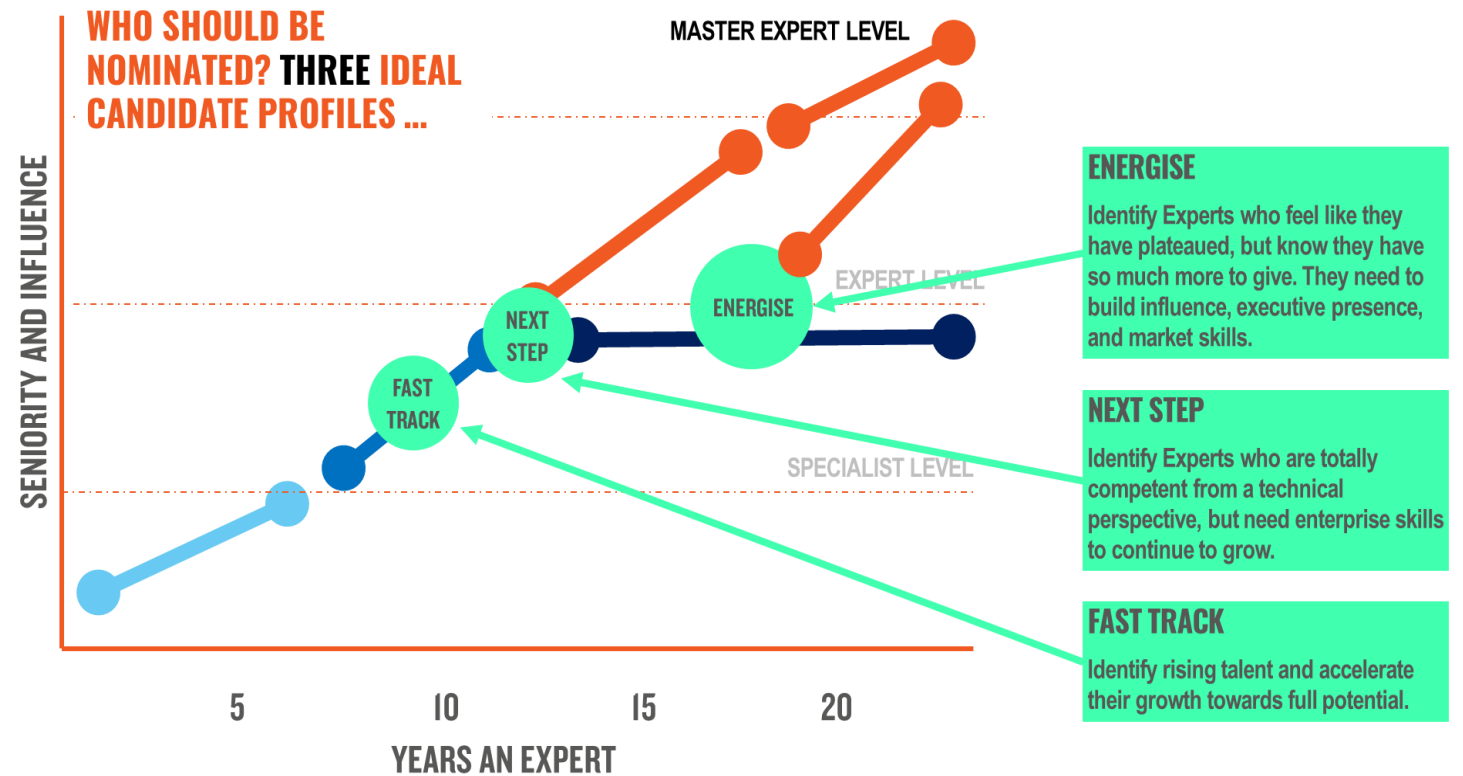
## ENTERPRISE SKILLS VERSUS TECHNICAL SKILLS



Source: The Expertship Model © Expertunity Pty Ltd

# HOW EXPERTSHIP PROGRAMS HELP TO RETAIN AND GROW EXPERTS

- ✓ **Fast track new or younger experts** – help them connect their ideas to organisational 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-energise 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.

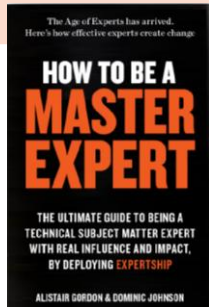


# MASTERING EXPERTSHIP DEVELOPMENT OPTIONS

Mastering Expertship is designed to help high-value experts add more value and fulfil their potential by enhancing their strategic thinking and stakeholder engagement skills.

In the last 7 years, over 2000 experts globally have gone through the program – which can be delivered face-to-face or virtually.

| Option                    | Common components  | Specific features  |
|---------------------------|--|--|
| (A) Virtual pods          | <ul style="list-style-type: none"> <li>✓ Manager Briefing</li> <li>✓ Expertship 360 feedback survey</li> <li>✓ 2 x 30 min manager check-ins</li> <li>✓ 2 x 30 min 1:1 coaching sessions</li> </ul>               | <ul style="list-style-type: none"> <li>✓ 1 x 2-hour intro pod</li> <li>✓ 1-day virtual workshop</li> <li>✓ 5 x 2-hour fortnightly “pod” sessions (each with pre/post-work and Manager Toolkits)</li> </ul> |
| (B) Face-to-face workshop | <ul style="list-style-type: none"> <li>✓ Presentation of learnings</li> <li>✓ Learning portal and self-paced modules</li> <li>✓ A copy of <i>Master Expert</i> and <i>The Expertship Growth Guide</i></li> </ul> | <ul style="list-style-type: none"> <li>✓ Participant induction call</li> <li>✓ Either a 4.5-day workshop OR 2 workshops, 1 week apart</li> </ul>   |



The ultimate manual for your technical experts on how to transition from expert to Master Expert.



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

# EXPERTSHIP PROGRAMS PROGRAM DESIGN AND ELEMENTS



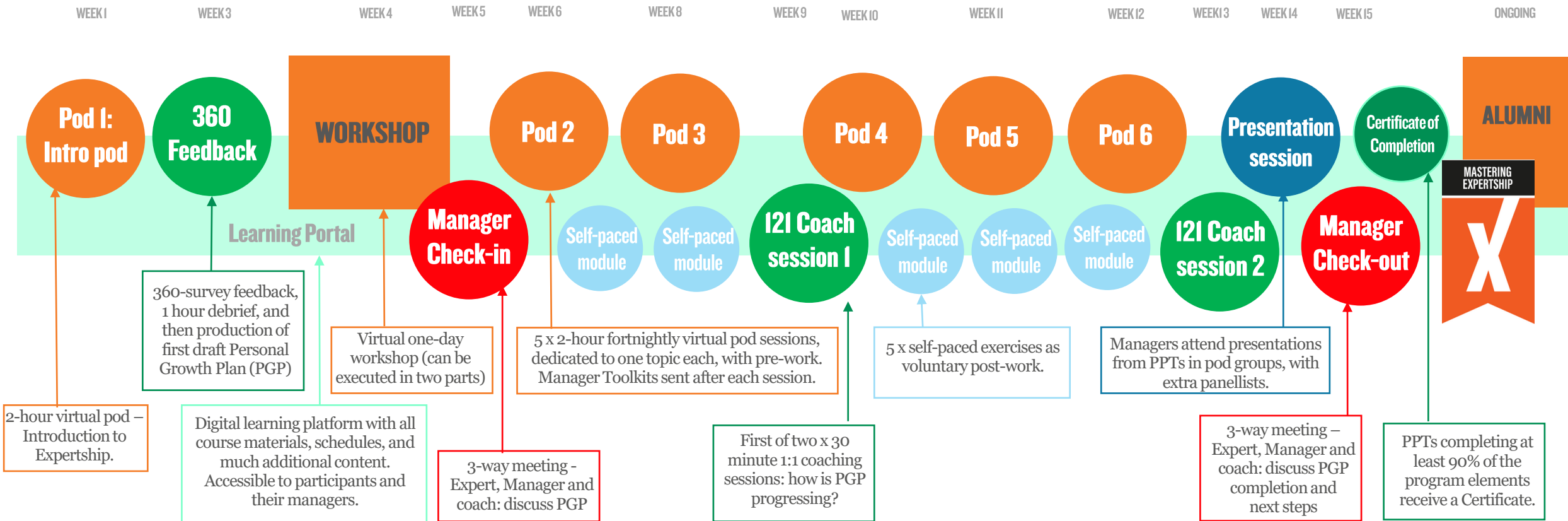
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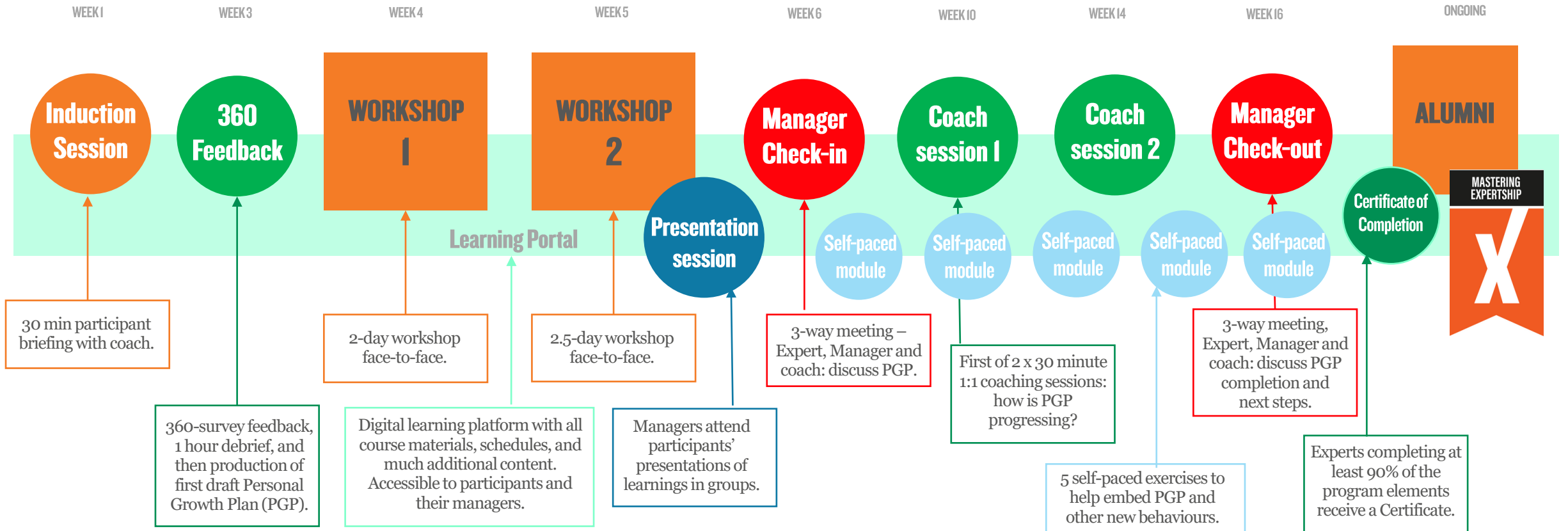
## 2023 PROGRAM EVENT MAP Type A: Virtual Pods



*Note:* Virtual Pods consist of 4 participants per pod. 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.

# MASTERING EXPERTSHIP

## 2023 PROGRAM EVENT MAP Type B: Face-to-face workshops



Note: Face-to-face workshops require a minimum of 12 participants.



# THE CONTENT THAT TAKES EXPERTS TO THE NEXT LEVEL

The *Mastering Expertship* curriculum is designed specifically for technical experts who want to maximise their influence and impact.

While the Expertship360 provides insight into strengths and growth opportunities, the modules supports participants in mastering the nine capabilities of the *Expertship Model*. Content is supplemented by pre-reading from the *Master Expert* book.



**INTRODUCTION  
TO EXPERTSHIP**



**MARKET CONTEXT /  
BUSINESS ACUMEN**



**EXPERT  
IMPACT**



**EXPERT  
AS COACH**



**THE ART OF  
INFLUENCING**



**COLLABORATION**



**MOTIVATING  
STAKEHOLDERS**



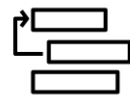
**EXPERT AS  
INNOVATOR**



**PERSONAL  
BRAND**



**STAKEHOLDER  
ENGAGEMENT**



**PRIORITIZATION  
FOR EXPERTS**



**EXPERT  
KNOWLEDGE**



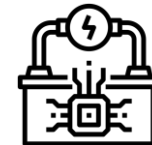
**SOLUTIONING /  
CONSULTING SKILLS**



**KNOWLEDGE  
TRANSFER**



**ADVANCED  
NETWORKING**



**ENERGY  
MANAGEMENT**

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.

You can read more about the curriculum [here](#).

**MASTERING EXPERTSHIP**  
**IDENTIFYING THE RIGHT PARTICIPANTS**

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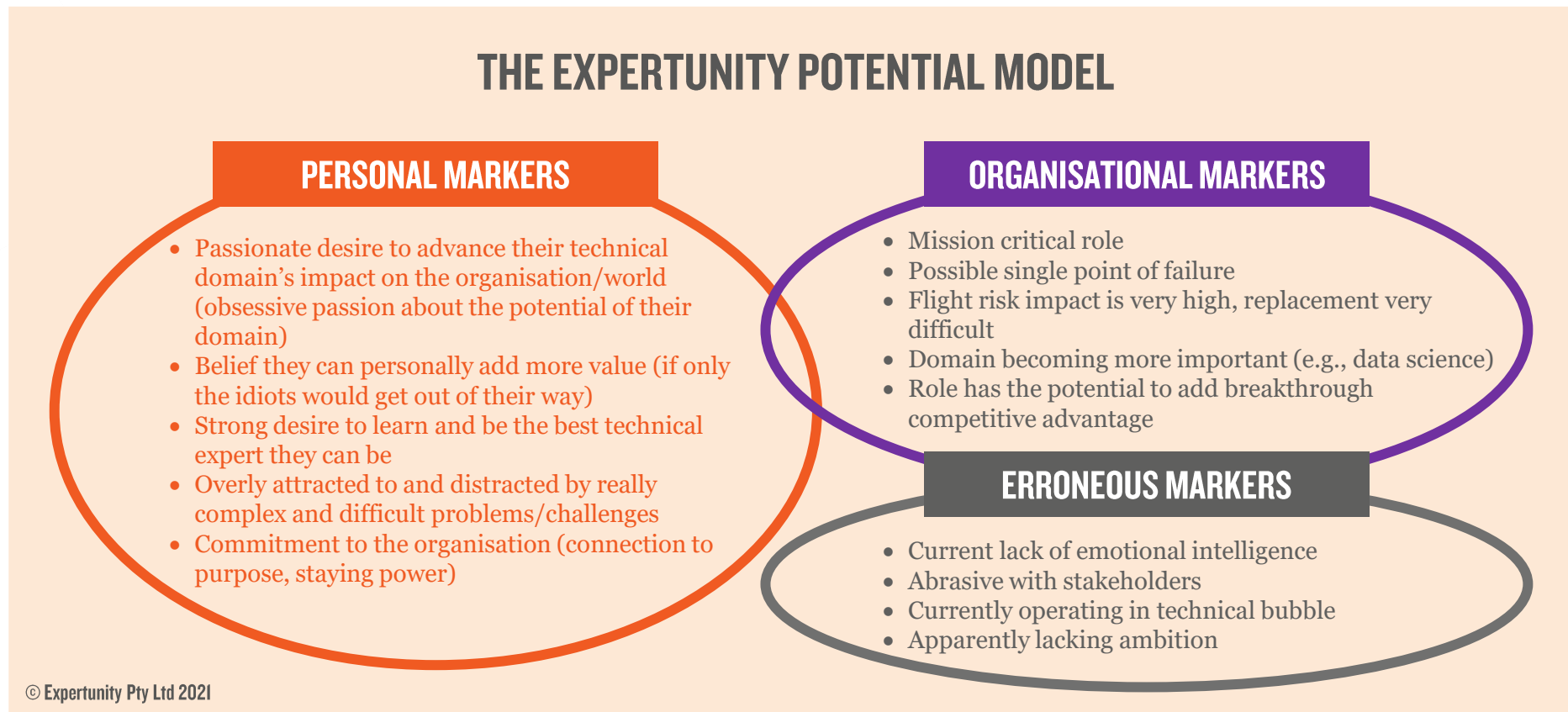
# HOW TO IDENTIFY THE IDEAL EXPERTSHIP PARTICIPANTS

| Your SME today  | But ....  | Key enterprise skills needed  | Your expert post program   |
|---|---|---|--|
| Technically very proficient, with a track record of delivery in their area of specialism. | ... wants to have more influence and impact, and struggles to connect effectively (and be heard by) non-technical stakeholders. | Influencing skills, EQ, and the ability to connect their ideas with organisation strategy.                                      | An expert who can influence both their technical and senior non-technical colleagues effectively – knowing how to make the organisational benefits of their ideas visible and build a compelling case. |
| Clearly has the ability to add much more value.   | ... is bogged down by lower value or ad hoc work, and struggles to find the clear air to add new value to the organisation.     | Prioritisation and 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.                     | ... 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 the opportunity to build the capability of less experienced colleagues.               | ... 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 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.



# MASTERING EXPERTSHIP PROGRAM FEEDBACK

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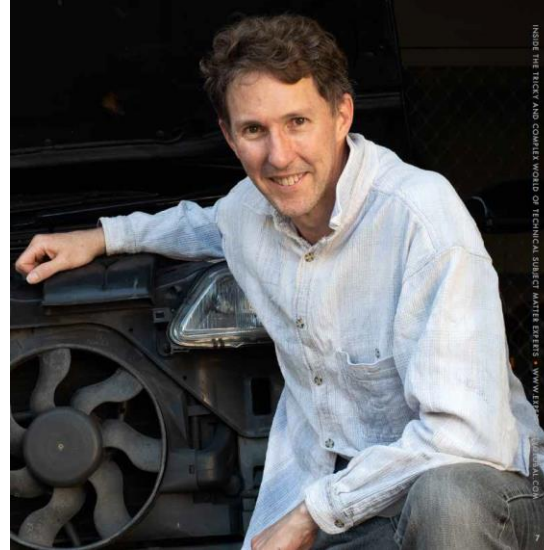




“The Expertship program really switched on a light for me.

“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

