

MASTERING EXPERTSHIP

TARGET AUDIENCE

This program is aimed at high-value individual contributors (not people leaders) who make a significant technical contribution to their organisation – but want to contribute even more.

Our participants are from a wide variety of technical domains – IT, risk, legal, medicine, finance, marketing, engineering, science, logistics, project management etc..

Typically, they are very experienced experts, who are wondering what is next for them. What's next is far more impact and influence, armed with the skills that this course builds, on top of their already excellent technical capability.

It is a mini-MBA designed for technical specialists.

www.expertunity.global
Info@expertunity.global

HOW DO YOU SELECT THE RIGHT PARTICIPANT FOR THIS PROGRAM?

TYPICAL PROFILE OF AN IDEAL PARTICIPANT:

Longevity: Between 10 and 15 years as a practicing SME.

Capability: Consider by peers to be at the top of their technical game.

Ambition: Wanting to add more value at a higher level.

Desired changes: Wants to have more influence and have more impact.

Constraints: Very busy technical workload and held back by many requests for help from less capable colleagues. Under-invested in building enterprise skills.

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.

PROVEN: The *Mastering Expertship* program has received an average Net Promoter Score of 83 (world class) from participants in the last 18 months. Over 2,500 experts have graduated.