

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

EXPERTUNITY

SYDNEY ● NEW YORK ● LONDON ● SINGAPORE

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WHY COACHING FOR 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 – it is to challenge the expert to come up with solutions to their own problems.

PERSONALIZED LEARNING

Subject matter experts are specialists, and thus personalized professional growth support is an ideal solution, customizing the learning to their precise in-role and next-role needs.

COACHING, NOT TRAINING

Coaches help participants solve real-world problems - and can real-play stakeholders so experts can test new approaches to real life situations. A key transition for the most successful SMEs is shifting from telling to asking, and coaching is an ideal construct to enable this change.

PRACTICAL AND ACTIONABLE

Breaking learning into personalized episodic coaching sessions gives participants time to practice and embed what they learn. Coaches help experts shape actionable and meaningful Personal Growth Plans, and hold them accountable for executing these plans.

COACHING FITS AN EXPERTS' SCHEDULE

Short, virtual sessions suit experts who don't want to take days away from their critical work. Flexible scheduling assists experts being fresh and ready to learn.

MOST IMPORTANTLY, COACHING WORKS

With more than 2500 SMEs coached, our results are world class, with very high levels of repeat assignments from organizations.



OUTSTANDING EXECUTIVE COACHING FROM THE WORLD LEADERS

Executive coaching for leaders has long been seen as a way to help leaders excel. Now this opportunity – with specialised content, assessments, and support – is available to senior subject matter experts (SMEs).

Our global team of specially accredited coaches at Expertunity are ready to help technical subject matter experts reach the next level with focused, high quality coaching support.

Expertunity uniquely has key infrastructure and content to make this accelerated professional growth a reality.

We are proud of the immensely positive impact Expertunity has had on 2,500 experts worldwide.

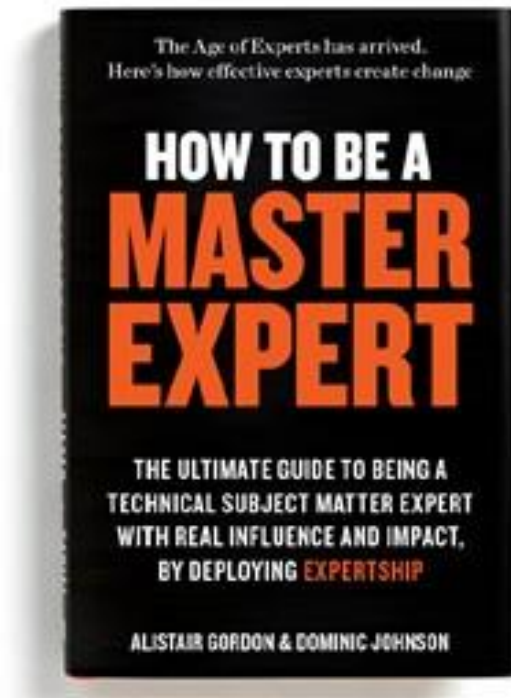
The Expertunity difference:

- A unique capability framework for SMEs, the *Expertship Model*, which helps experts navigate the nine capabilities they need to develop to achieve expert mastery.
- A globally benchmarked assessment for SMEs, the *Expertship360*, lauded by thousands of experts as the best feedback they have ever had.
- A cohort of fully accredited coaches, many of whom are ex senior technical heads (such as CIOs, CFOs, Heads of Engineering etc) who understand what being a senior SME in a medium to large organisation is actually like.
- Two high value comprehensive publications that are included in every coaching assignment, providing long term assistance to experts in developing their impact and influence – *Master Expert*, and *The Expertship Growth Guide*.



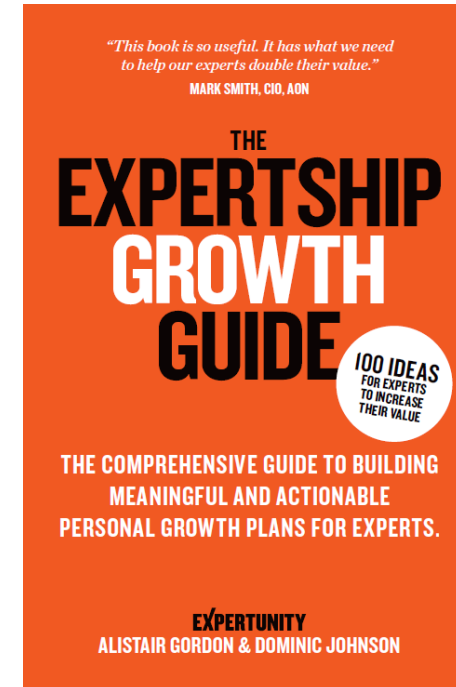
GETTING **EXPERTSHIP** COACHING RIGHT

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.



WHICH **EXPERTS** BENEFIT MOST FROM COACHING?



ESTABLISHED EXPERTS

More established subject matter experts are always at risk of getting stuck in a rut. Build higher level capability and more self-awareness about how their expertise could be deployed at the next level. Coaching refreshes and energises established experts.



PUSH HIGH PERFORMERS

High performing experts crave the extra skills and techniques to accelerate their influence and impact. Coaching helps them maintain professional growth momentum, confirms their value to the organization, and retain and motivates them.



FAST TRACK JUNIOR EXPERTS

Newer or younger experts can benefit enormously from early-career stage expertship coaching. It allows them to connect their great ideas with organizational goals and priorities, teaches them consulting skills, and how to manage and motivate stakeholders.



GETTING EXPERTS THE RIGHT FEEDBACK

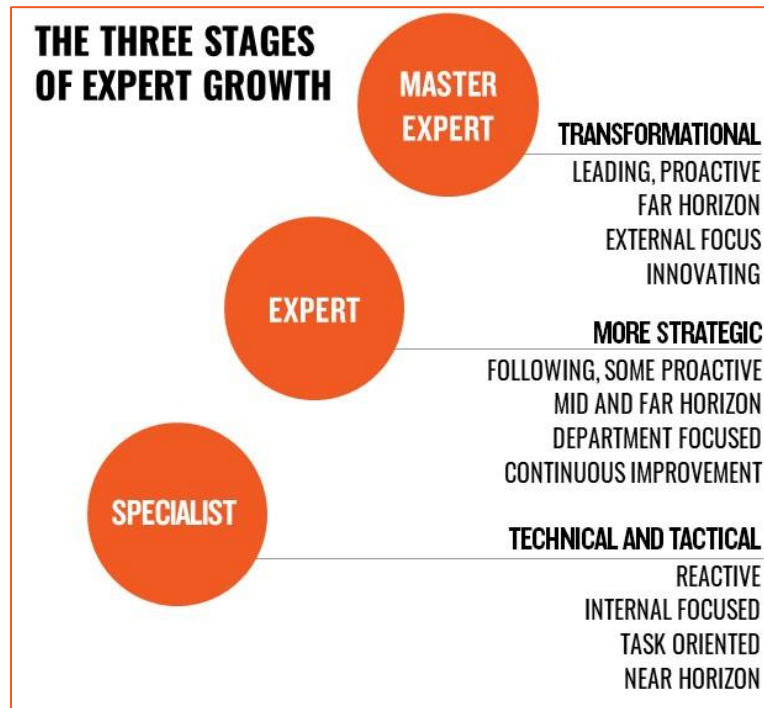
The Expertship360 is an assessment designed specifically for experts by experts. Starting with data-driven insights sets the coaching up for success.

Proper structured feedback is what many experts have been missing.

The *Expertship360* is an assessment based on the Expertship Model, and helps experts understand what level they are operating at in each of the 9 capabilities of top experts. This is benchmarked globally.

The unique “concentric circles” of the respondent groups reflect the complex and multi-layered organisational life experienced by most experts.

SPECIAL NOTE: a high proportion of our alumni from our *Mastering Expertship* program say that the 360 feedback was the highlight of the course.



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.



COACHING FOR EXPERTS PACKAGES?

PACKAGES

We offer a variety of coaching packages that allow you to start small and test coaching, so go big for those already convinced of its worth.

A: INTRODUCTION PACKAGE

Three coaching sessions, one hour each, typically a month apart. A\$1775/US\$1450

B: INTRODUCTION PACKAGE + 360 ASSESSMENT

Four coaching sessions, one hour each, along where the additional session, usually run second, is a debrief the Expertship 360. Typically run monthly. A\$2950/ US\$2350

D: STANDARD PACKAGE

Six coaching sessions, one hour each, along where the second session is a debrief the Expertship 360. Typically run monthly. Includes manager check-in and check-out. A\$4750/ US\$3750

D: GOLD PACKAGE

Nine coaching sessions, one hour each, along where the second session is a debrief the Expertship 360. Typically run monthly. Includes manager check-in and check-out. A\$6350/ US\$4950

WHY NOT CONSIDER THE FULL “MBA FOR EXPERTS” STYLE EXPERIENCE CALLED *MASTERING EXPERTSHIP*

Our signature program is a life changing event for most subject matter experts who attend, transforming their influence, value creation, and fulfilment at work. This program combines coaching, the 360 assessment, and workshops with other experts. It runs four months with 36 contact hours. It will shape the rest of an experts' career.
From A\$5750/US\$4600

