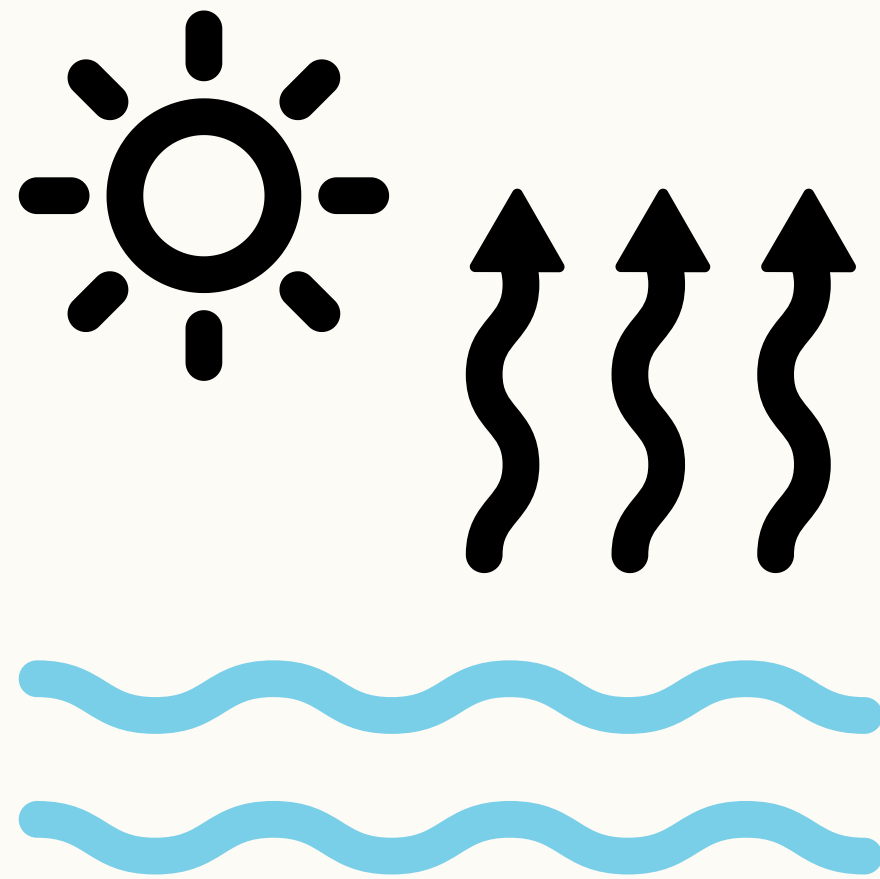


WORKBOOK

Expertise Mapping

WHAT MAKES YOU STAND OUT?





Without a clear expertise management strategy, your organization's key intellectual assets and human resources are transient.

Expertise is not the same as knowledge. It is not in your head, it's not in your database, and you can't commoditize it in a neat package.

80% of expertise is what you DO. It happens on the go, in action.

Expertise is **WHAT** you notice, say, remember, gesture, ignore, try, and ask.

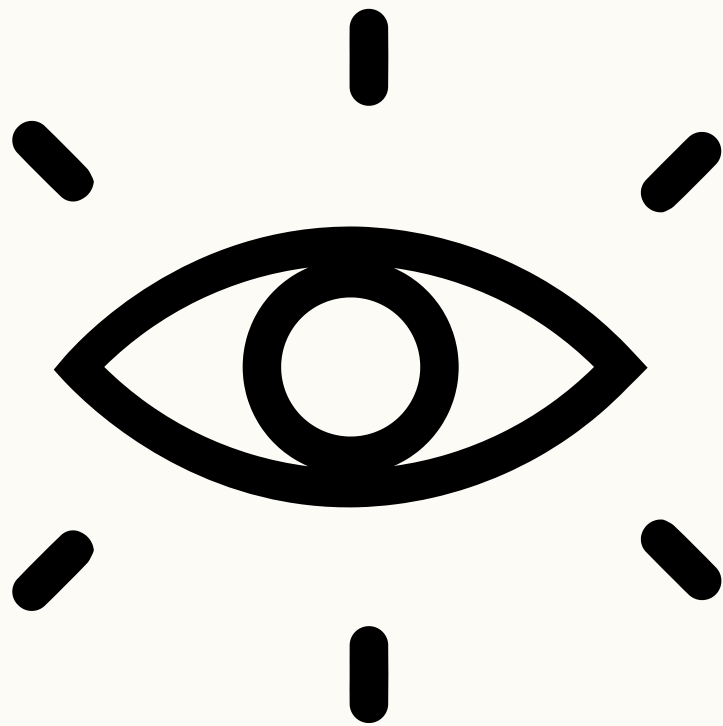
Expertise is **WHO** you see, trust, care about, ask, pay attention to.

Expertise is **WHEN** you pause, when you make a move, when you speed up.

EXPERTISE

KNOW-What
KNOW-How
KNOW-Why
KNOW-When
KNOW-Who
KNOW-Where
DON'T KNOW





EXPLICIT

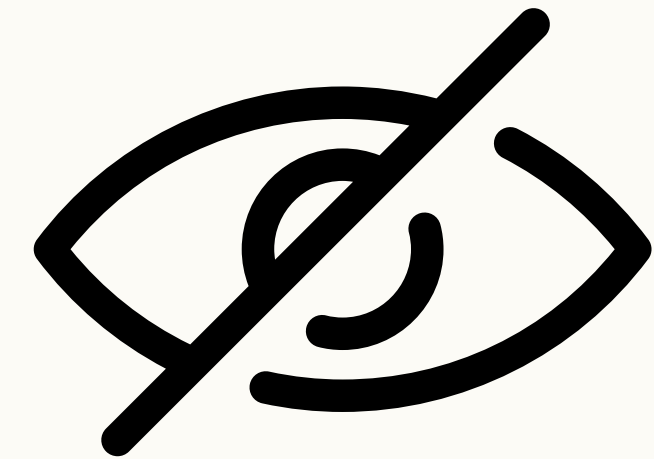
Easily defined
knowledge,
structured,
documented,
transferable.

EXPERTISE



Insight, wisdom, intuition,

Procedural, knowledge
technical information



TACIT

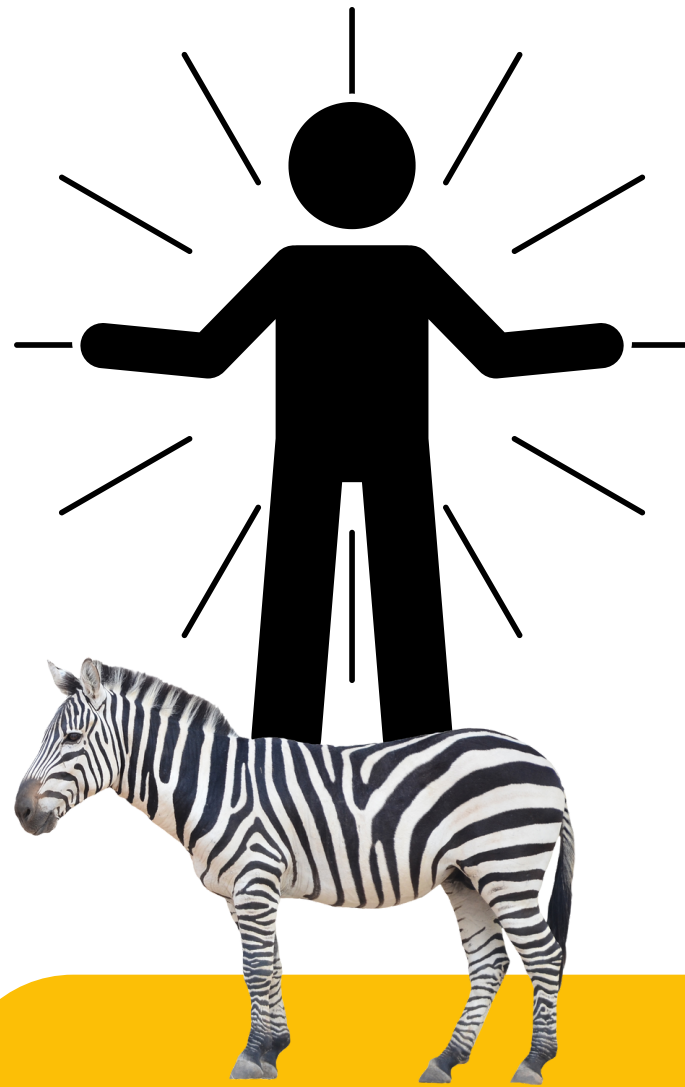
Knowledge, learned
through personal
experience, that is
easy to apply but
hard to explain.

*“We can know more than
we can tell” ~*

Polanyi, M. (1966). The
tacit dimension.

A conceptual framework for understanding tacit knowledge and its role in organizations, with six domains:

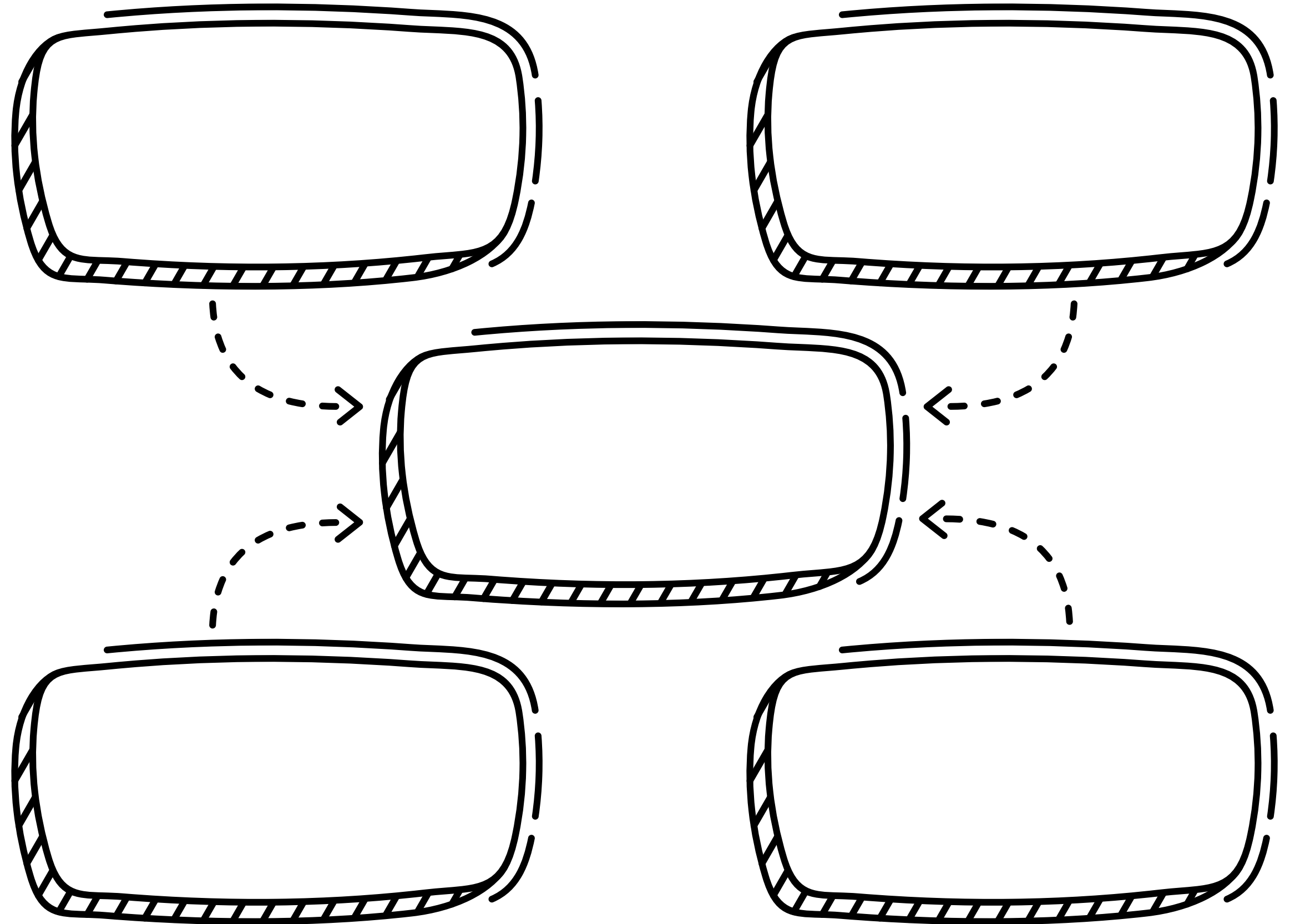
Murphy, F., Stapleton, L. & Smith, D. (2004). Tacit knowledge and human centred systems: The key to managing the social impact of technology.



1. **Implicitness:** Knowledge that is learned and transferred through experience.
2. **Experiential:** “Know-how” which informs as to the best course of action; it is only attained through experience.
3. **Interactive-ness:** Knowledge that is developed through interactions between coworkers.
4. **Show-how:** Allows tacit knowledge to be transferred through demonstration, modeling, and observed practice.
5. **Non-measurability:** Tacit knowledge is uncodifiable; it cannot be observed or measured.
6. **Personal:** It is person-embodied, subjective, and intuitive.

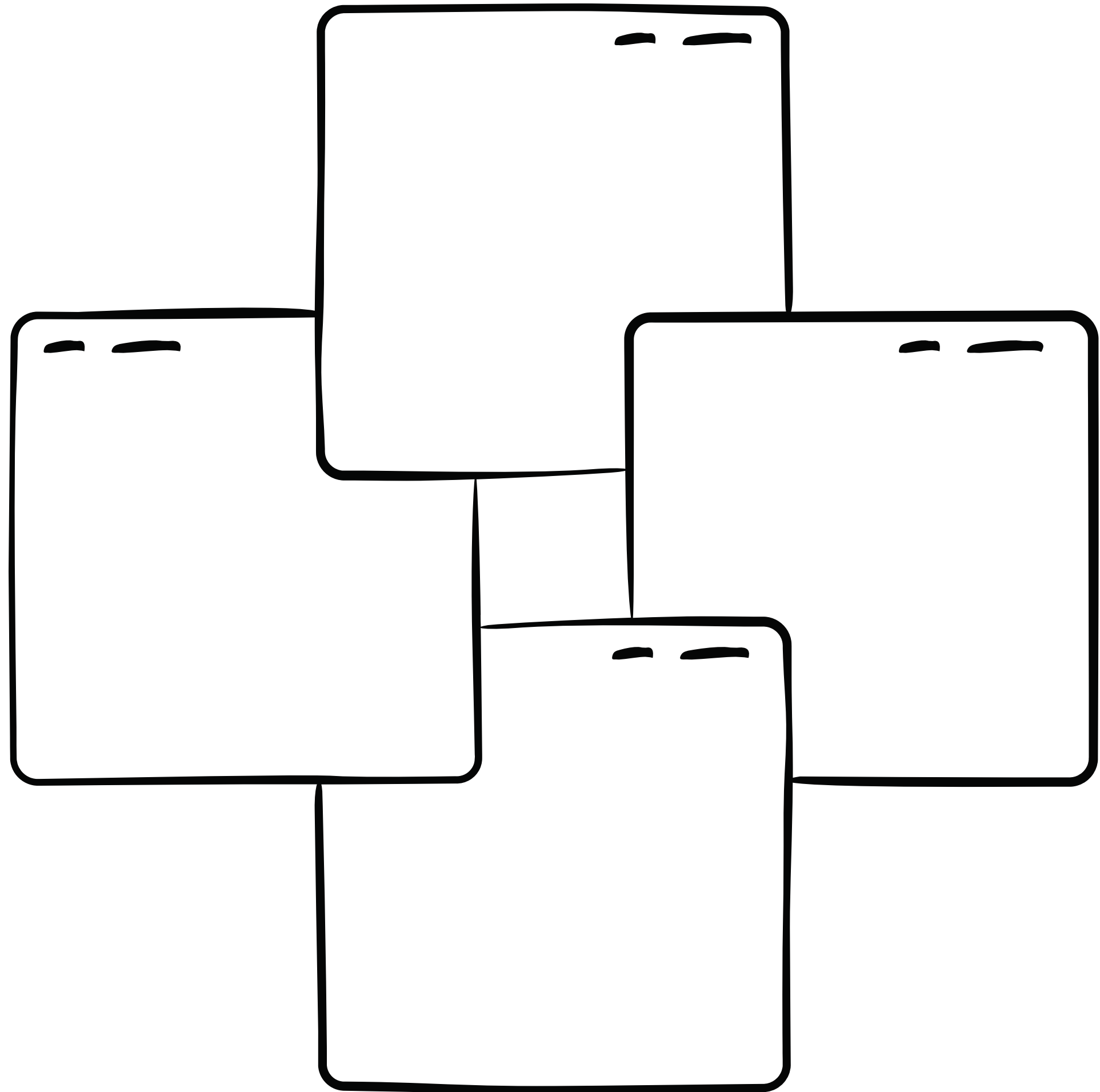
KNOW-WHAT

What are the topics that you know a lot more about than others in your professional field, in your team, in your organization? With more depth, detail, technical understanding. Topics you follow closely and stay up-to-date on Be specific.



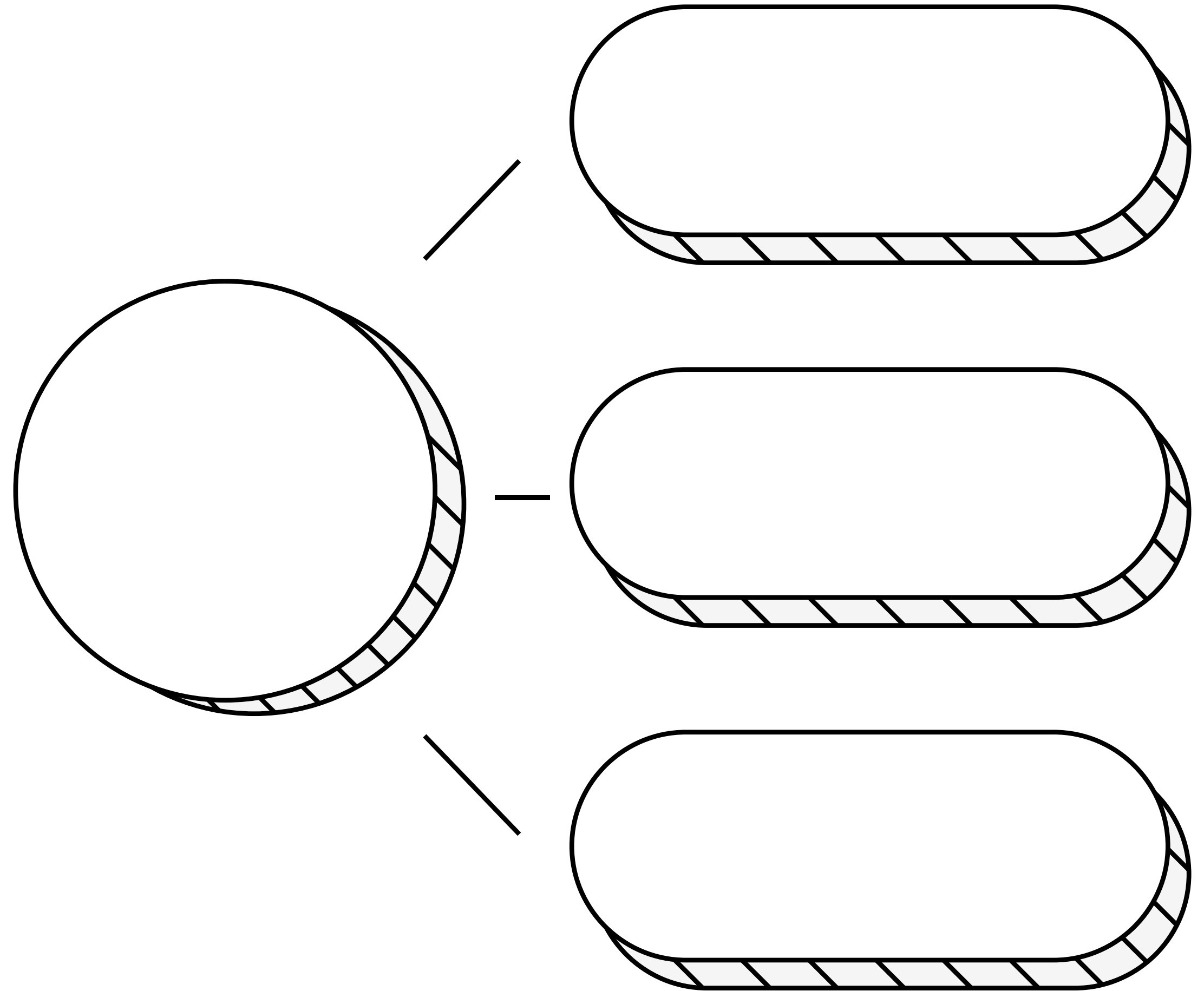
KNOW-HOW

Which skills and insights have you developed that help you to deliver excellent results, with more ease and more accuracy than non-experts? *For example being bilingual as a negotiator ..*



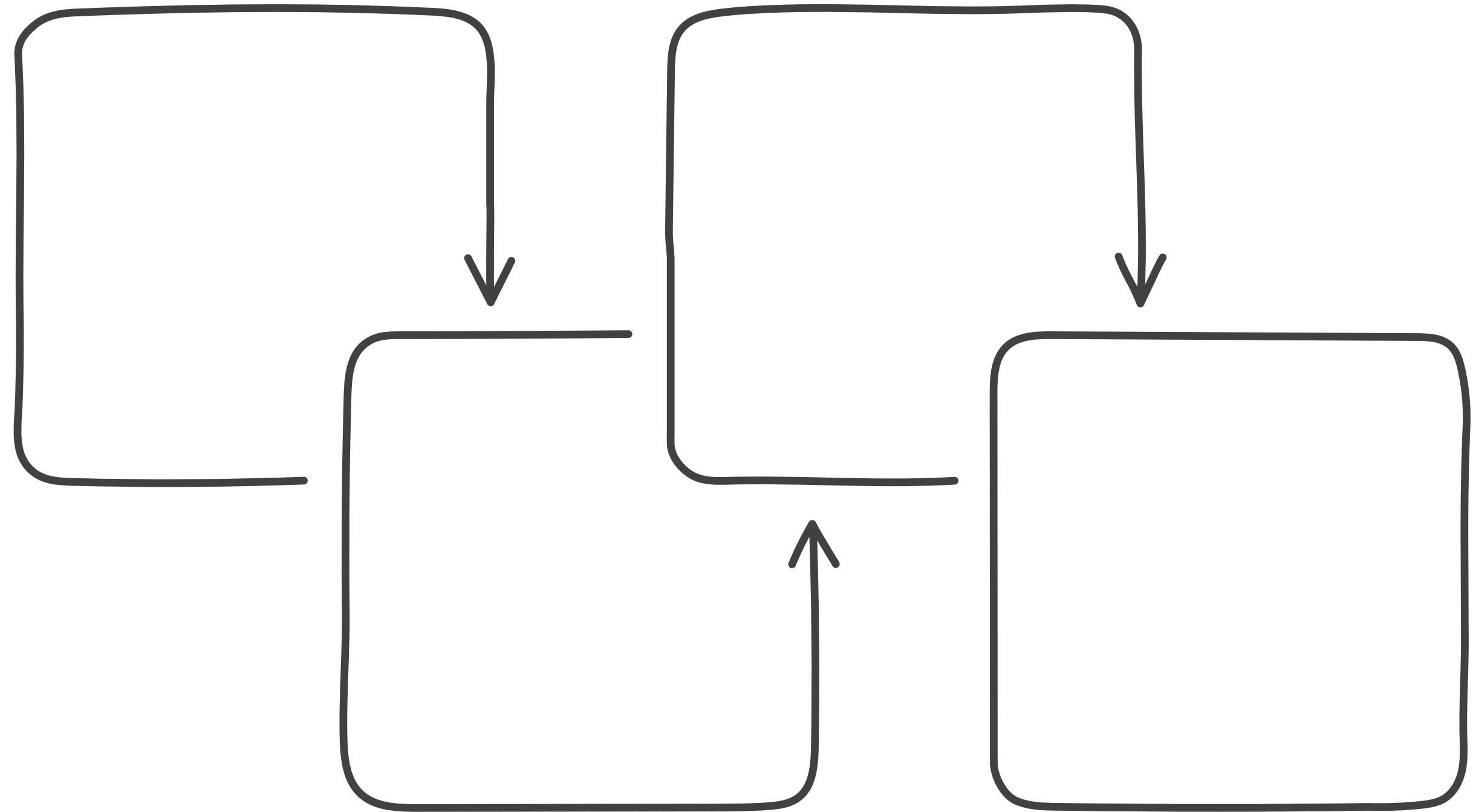
KNOW-WHY

Which intentions and values guide your expertise? What drives you to invest in continuous improvement? Why is that important to you? *For example treating everyone with respect.*



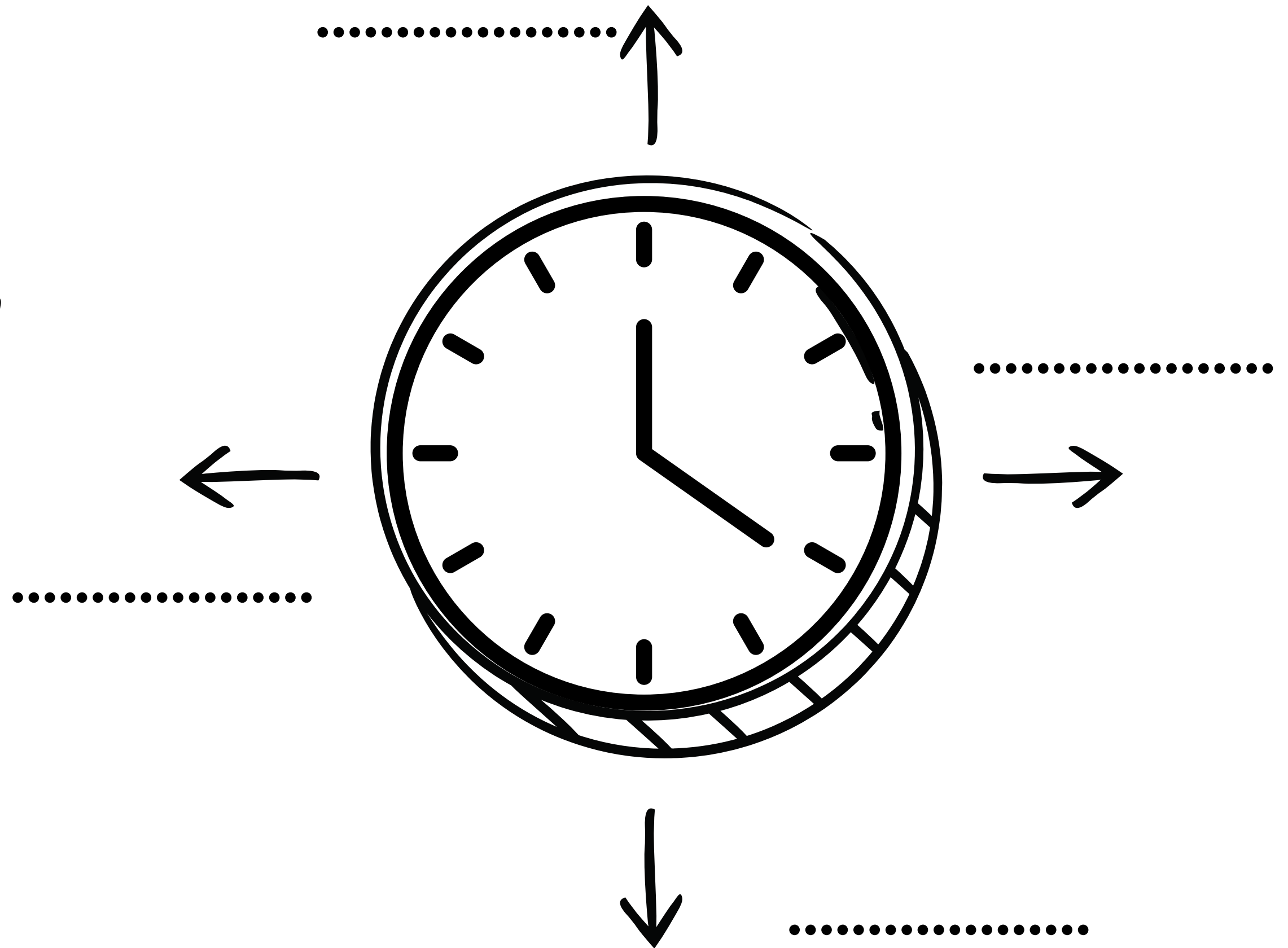
KNOW-WHERE

In which location, setting, or context do you feel in your element? Where do you make the best use of your expertise? *For example in court room ..*



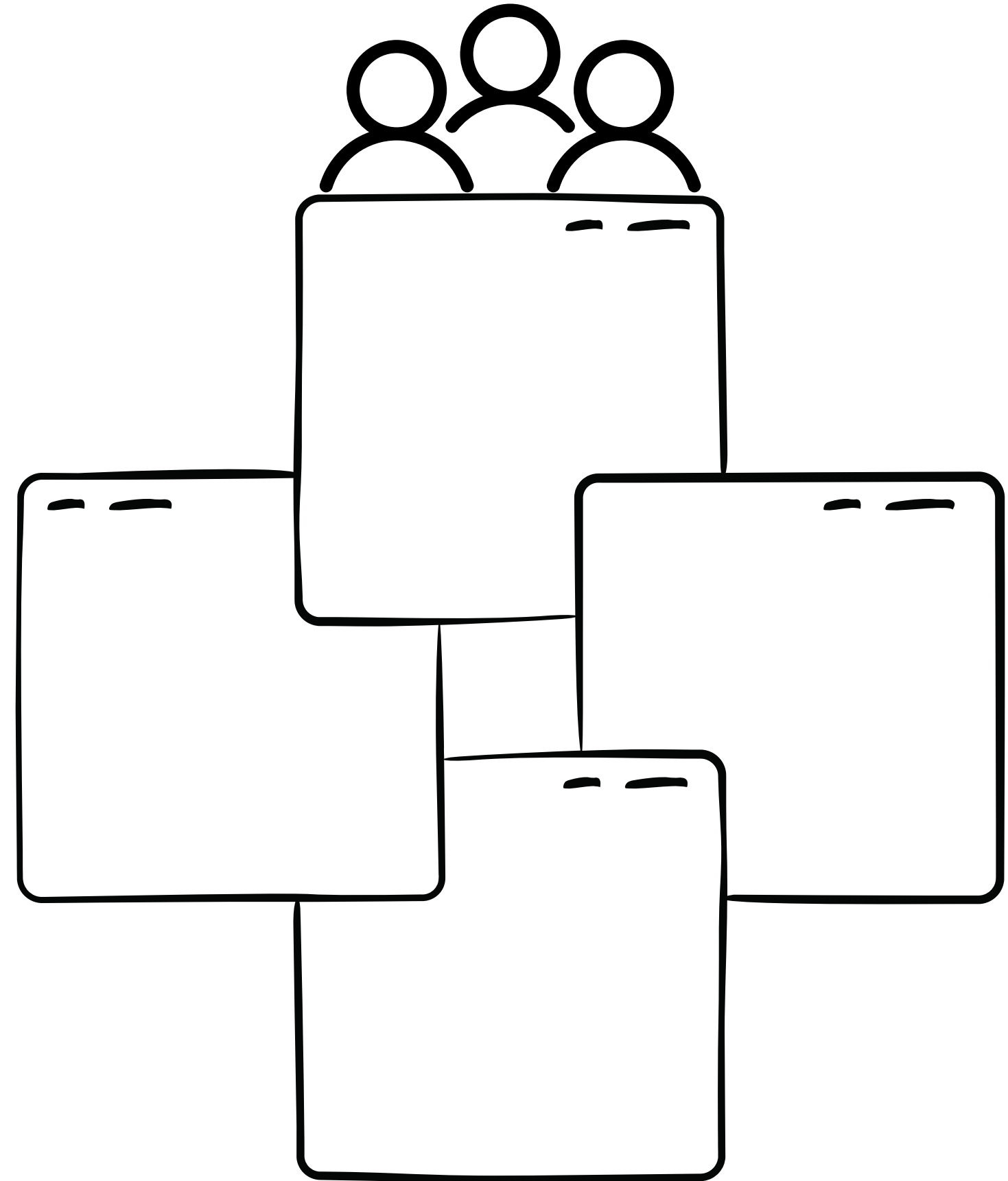
KNOW-WHEN

Does your expertise include a time factor? *For example being quicker in analysis than others, more patient, longer memory, better sense of timing, strong time management, knowing how to gain momentum.*



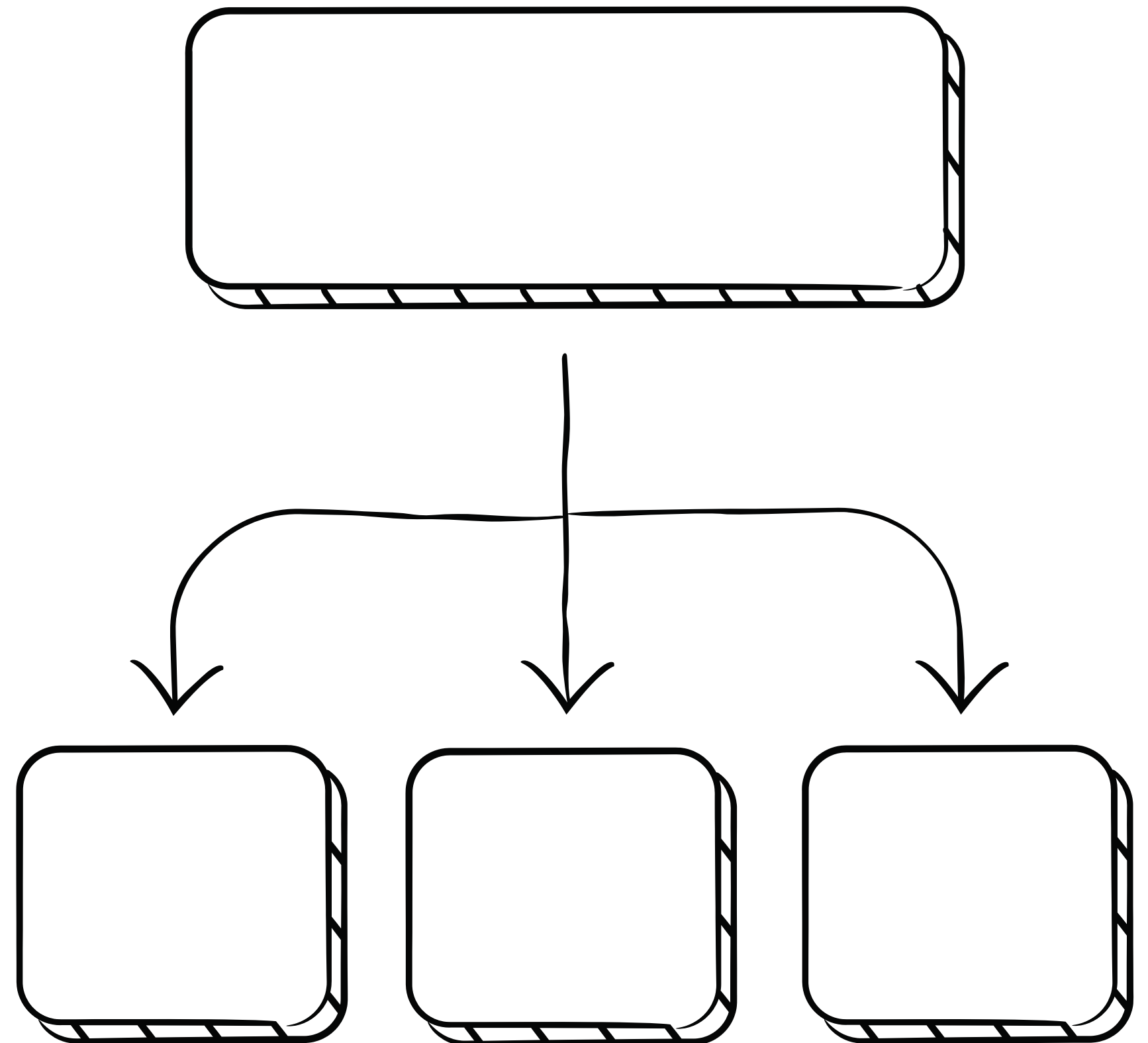
KNOW-WHO

Is your expertise enhanced by the people you know, and how you relate and connect with them? *For example having access to other experts, having support from a person with high status in your organisation, understanding the personal experience of certain people better than others.*

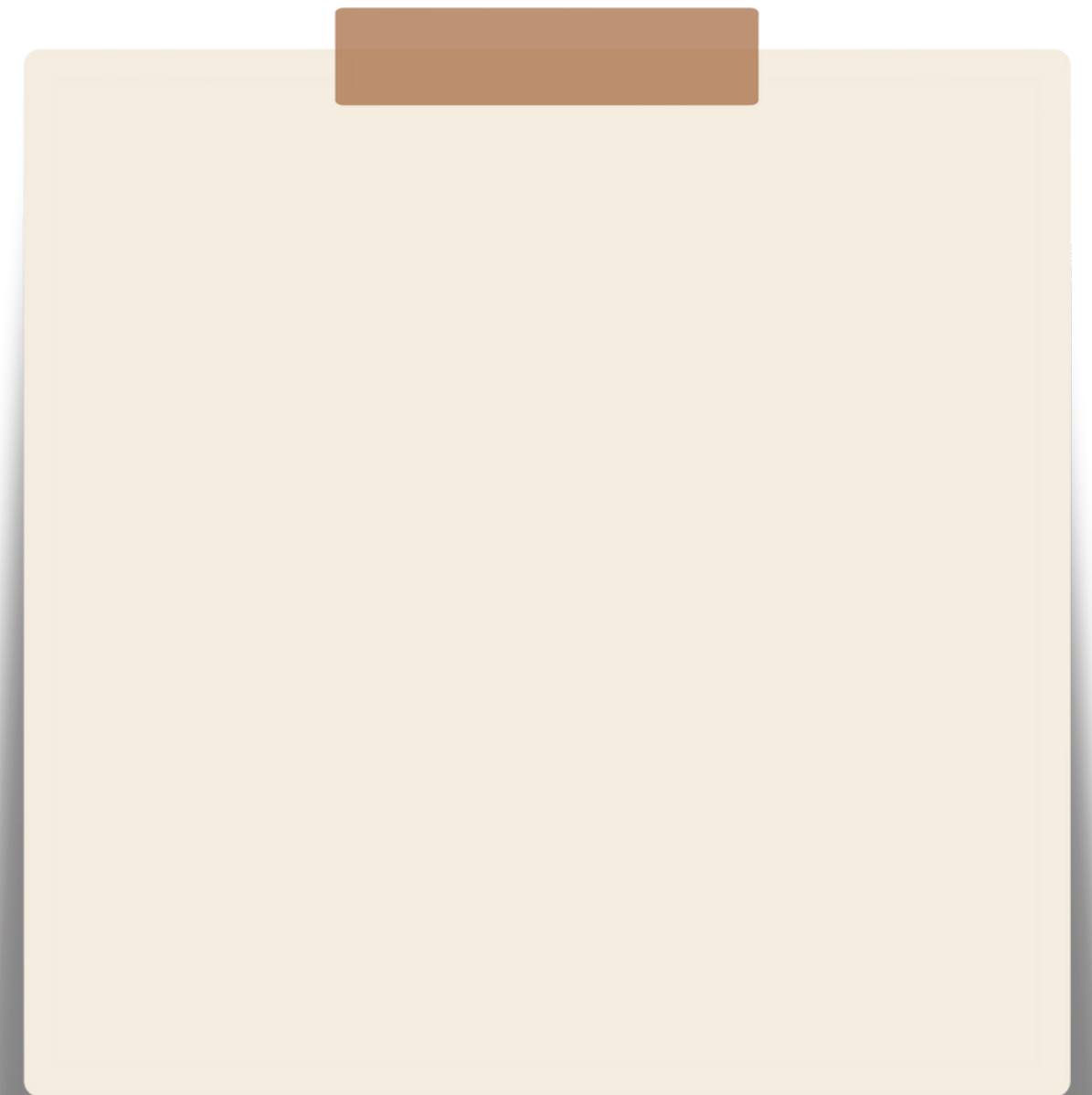
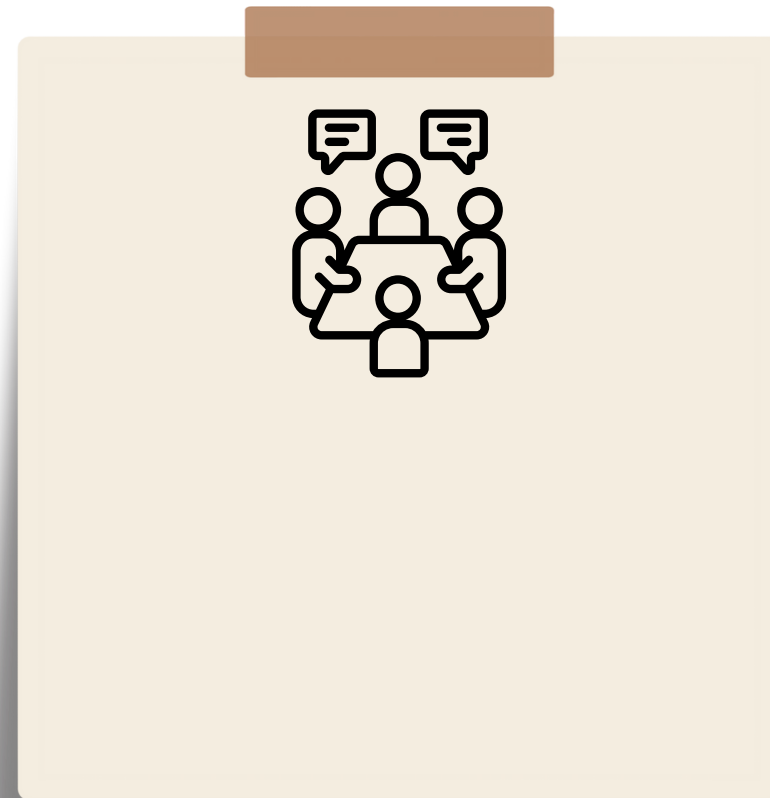
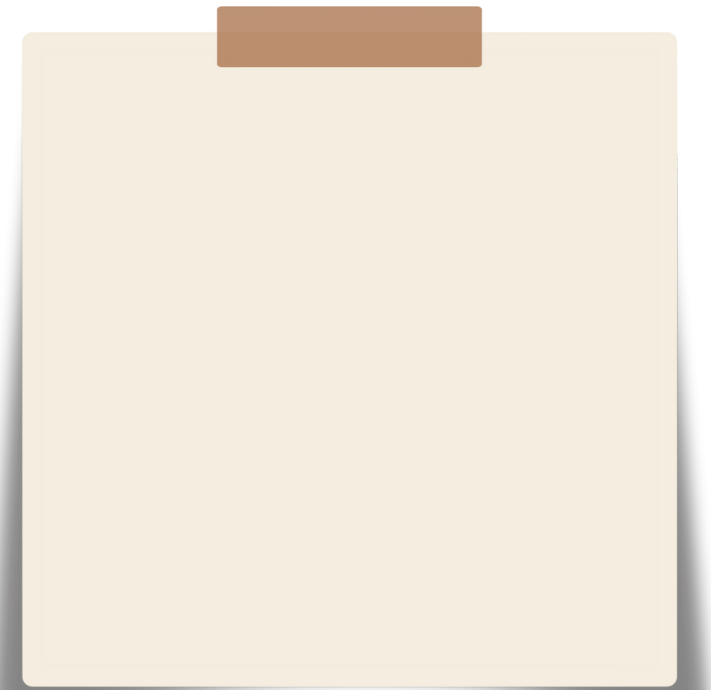


DON'T KNOW

Experts recognize the limits of their expertise, better than generalists. And they bring intellectual humility to their work. What is beyond the scope of your expertise? What is something you don't understand? Or something you can't explain as well as you'd like to. *For example new technology*



Anything else that comes to mind?



LEARN MORE?

**1. Connect with
me on LinkedIn**



**2. Email me to talk about
Expertise management
workshops for your team
susanne@siftvisuals.com**



The **i**nsight
effect →



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