

Working Model of Expertise

Discover what you've learnt to see

Conversation Starter

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What if your greatest expertise isn't what you know...

But what you've learned to see?

Most experienced professionals spend years accumulating knowledge and skills. Yet when they're asked what makes them different, many struggle to answer. Not because they lack expertise, but because what has become obvious to them has become invisible.

This coaching begins with a different question.

What have you learned to see?

Why this conversation matters

Most coaching begins with questions like:

- What do you do?
- Who do you help?
- What's your offer?
- How do you position yourself?

Those are important questions. But they sit on top of something deeper.

Every experienced professional has developed a unique way of seeing through years of lived experience. Once that lens becomes visible, much of the rest begins to organise itself: Your positioning, the stories you tell, the frameworks you use, the offers you make and the authority you build.

Not because they're invented, because they're finally grounded.

A different starting point

Experience doesn't simply teach us what to do.

It changes what we notice, it shapes the patterns we recognise, the questions we ask and the possibilities we see.

Your work is often the visible expression of an invisible way of seeing.

This coaching begins there.

What have you learned to see?

Don't answer it yet. Just sit with it and notice what comes to mind.

The conversation

This coaching unfolds through four conversations, each one building upon the last.

Formation

How was your way of seeing formed?

Perception

What have you learned to notice?

Possibility

What becomes possible because you see this way?

Expression

How does that naturally show up in your work?

Between conversations

The conversations don't finish when the session ends.

Between each conversation you'll keep a simple journal.

The aim is not to produce polished writing. Rather, it's to start noticing the stories, the patterns, the unexpected moments and the ideas that you consistently turn to.

Often the most valuable insights arrive between conversations rather than during them.

What emerges

By the end of the process you'll have recognised the foundations of your expertise and expressed them in a clear Working Model of Expertise.

That model describes:

- the situations where your expertise creates value
- the change you consistently help create
- the way your experience enables that change

Rather than inventing a new identity, you'll uncover the one your experience has been shaping for years.

Who this conversation is for

This coaching is designed for experienced professionals who know they have something valuable to offer but find it difficult to explain.

People whose work has evolved beyond their job title.

Generalists.

Specialists.

Leaders.

Consultants.

Coaches.

Professionals entering a new chapter of their career.

Anyone who senses there's a deeper coherence beneath the work they've been doing.

An invitation

The purpose of this Conversation Starter isn't to answer every question.

It's simply to begin one.

What have you learned to see?

If that question stays with you after you've finished reading...

Then the conversation has already begun.

Continue the Conversation

If you'd like to continue the conversation, I'd love to hear from you.

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