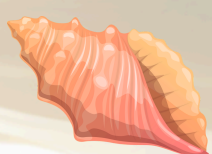




2

BUSINESS MODELS FOR THE SUBJECT MATTER EXPERT

Business Area	Paid For What I Do	Paid For What I Know
Value Proposition	Value here is on what you can: execute and achieve, with specific, tangible outcomes	Value here is on Expertise & Specialised Knowledge. The quality of the Intellectual Property
Typical Engagements	Manage, Implement, Direct, Oversee, Coach, Mentor	Advise & Write Strategy, Conduct Audits & Assessments, Train the Trainer
Typical Outcomes	Results created that move the project, situation or people into a demonstrably better position	Intellectual Property that clients can use independently: Frameworks, Methods, Digital Products, Courses, Books
Skill Set	Practical experience executing. Adapts by integrating & distilling fast, for any new audience or situation	Deep expertise, extensive experience, & sometimes degrees. Communicates complexity, simply. Has Frameworks & Methodologies
Client Interaction	Up close, hands-on interaction with 1 or more individuals across a range of Jr. to Snr. levels	In Person? C-Suite, Board Level, Public Speaking & KeyNotes Online? A range of products
Measuring Impact	Quality of outcome or deliverable. Project has been successfully completed.	Quality and relevance of advice that is aligned with long term strategic gain.
Flexibility With	The Unknown! Easily adapts to any unexpected situation or challenge and still delivers successful outcomes.	Staying ahead of industry trends and continuously developing their expertise.



SHANNON EASTMAN