



Assessing Content Expertise: Making the Most of What You Know

Having content expertise related to academic subject areas and the conditions that support teaching and learning contributes to your ability to help clients achieve their outcomes. To use your content expertise appropriately, you need an honest assessment of how well your expertise meets the client's needs and complements their expertise. This tool provides actions you might take based on how well your content expertise aligns with the client's change initiative and expertise.

		<i>Level of importance of content expertise relative to the initiative</i>		
		<i>Related but not essential</i>	<i>Important</i>	<i>Critical</i>
<i>Depth of Expertise</i>	<i>Extensive</i>	Actively manage self to avoid redirecting the client's focus.	Apply your expertise in ways that complement client expertise without redirecting the focus.	Collaborate with the client to determine how best to apply your expertise and the client's expertise; ensure that the client owns the work.
	<i>Solid</i>	Maintain awareness of how your knowledge and experience might influence how you see the initiative and the moves you might make. Anticipate and listen for opportunities when your expertise might be applied or adapted to the change initiative without distracting from the focus.	Apply your expertise in ways that are helpful to the client and leverage client expertise. If the client has limited expertise, be intentional about helping the client build capacity in the area.	Apply your expertise, consult with or include colleagues who have more expertise, and leverage client expertise. If the client has limited expertise, be intentional about helping the client build capacity in the area.
	<i>Minimal</i>	Do some background reading to build your knowledge base. Assess the client's expertise and guide them in how best to use their expertise. Link them with resources as appropriate.	Assess the client's expertise and, if additional expertise is needed, partner with a colleague who has expertise in the area. Be intentional about building your expertise in this area.	Assess the client's level of expertise. If it is high, facilitate the client's use of their expertise. If it is low, partner with a colleague with extensive expertise in the area. Reflect on and document what you learn from the experience and how you will use the new knowledge in the future.