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# BUSINESS MODELS FOR THE SUBJECT MATTER EXPERT

## Business Function

Your Value Proposition  
will typically show up as

Your Typical  
Engagements  
look like...

You Tend To Create  
Outcomes Typical of

Your Skill Set &  
Experience looks like

Client Interaction  
Tends to Look Like...

Measuring Impact,  
Success, & Similar is  
Largely About...

You Have A Lot Of  
Flexibility With...

## Paid For What I Do

what you can:  
execute and achieve, with  
specific, tangible outcomes

Manage, Implement, Direct,  
Oversee, Coach, Consult

Results created that move the  
project, situation or people into a  
demonstrably better position

Practical experience executing.  
Adapts by integrating &  
distilling fast, for any new  
audience or situation

Up close, hands-on interaction  
with 1 or more individuals across  
a range of Jr. to Snr. levels

Quality of outcome or  
deliverable. Project has been  
successfully completed.

The Unknown! Easily adapts to  
any unexpected situation or  
challenge and still delivers  
successful outcomes.

## Paid For What I Know

Expertise & Specialised  
Knowledge. The quality of the  
Intellectual Property

Advise & Write Strategy,  
Conduct Audits & Assessments,  
Train the Trainer

Intellectual Property that clients  
can use independently:  
Frameworks, Methods, Digital  
Products, Courses, Books

Deep expertise, extensive  
experience, & sometimes degrees.  
Communicates complexity, simply.  
Has Frameworks & Methodologies

In Person? C-Suite, Board Level,  
Public Speaking & KeyNotes  
Online? A range of products

Quality and relevance of  
advice that is aligned with  
long term strategic gain.

Staying ahead of industry trends  
and continuously developing  
their expertise.

# SHANNON EASTMAN