

# The Individual Expert Assessment Framework

## I. Purpose and Construct

The framework provides a rigorous, evidence-based methodology to quantify individual authority and strategic value. It centres on the Cognitive Leader: an expert who creates original IP, scales their influence beyond a single project, and operates effectively across both internal and external domains.

## II. Link from Phase 3 (Mapping)

Following the identification of the Expert Ecosystem in Phase 3, this framework is applied to validate and develop the individuals positioned at the firm's most critical strategic nodes. It ensures that those identified as "High Potential" are meeting the specific criteria required for their assigned Target Expert Profile (TEP).

## III. The 8-Domain Matrix: Input & Output Criteria

All domains are evaluated using a symmetrical model. To be a Cognitive Leader, one must demonstrate not just effort (Inputs), but verified impact (Outputs).

### THE EIGHT DOMAIN MATRIX

A External	B Internal
(i) Reach	(i) Density
(ii) Revenue	(ii) Complexity
(iv) Reputation	(iii) Role Seniority
(iv) Reusability	(iv) E2E Delivery

### A. Universal Input Variables (The Capability)

- **Density:** The concentration of focus within the specific domain.
- **Complexity & Scale:** The difficulty and magnitude of the challenges addressed.
- **Role Seniority:** The level of personal accountability and decision-making authority.
- **E2E Delivery:** The ability to navigate the full lifecycle from theory to realized solution.

## B. Standardised Output Variables: "The 4 R's"

PILLAR	DEFINITION	SCORING GUIDANCE (1-5)

## IV. Target Expert Profile (TEP) Alignment

Individual scores are calibrated against the dominant archetype the firm aims to project in the market.

- **Market Guru:** Requires high Reach and Reputation driven by Sector Expertise and Brand Visibility.
- **Relationship Builder:** Success is measured by high Revenue and Reputation derived from intimacy and long-term trust.
- **Technical Expert Leader:** Focuses on Reputation for precision, rooted in technical rigor and ethics.
- **Scalable Expert:** Driven by Reusability; uses digital workflows and AI to replicate expertise across geographies.
- **Knowledge Orchestrator:** High Reusability and Reach (internal); turns individual expertise into collective intelligence.
- **Transformation Architect:** Focuses on Revenue and Reputation by guiding clients through complex organizational change.

## V. Validation Methodology

1. Evidence Collection: Experts submit evidence of Inputs and 4 R Outputs.
2. Semi-Structured Interview: A 45-minute session to probe "Complexity" and "Role Seniority" while verifying the "4 R" claims.

3. Calibration Panel: A review board ensures cross-SBU parity and aligns scores with the assigned TEP.

## VI. Outcomes and Deliverables

### 1. The Individual Radar Profile



A visual "fingerprint" mapping the expert's scores across the 8 domains. It overlays the individual's current state against the "ideal shape" of their Target Expert Profile to identify gaps in their core interplay.

### 2. The ITLI Scorecard (Individual Thought Leadership Index)

A weighted numerical index providing a standardized "authority score." Weights are adjusted based on the TEP; for instance, a Relationship Builder is weighted more heavily on relational capital than public visibility.



### 3. Gap Analysis & Personalized Development Plan (PDP)

A roadmap for progression based on the Development Pathways:



**Gap Analysis:** Identifies where an expert lacks the specific strengths required for their TEP (e.g., a Scalable Expert lacking Data & Tech proficiency).



**Pathway Mapping:** Defines the move from Level 3 (Consistent) to Level 4 (Sustained) by emphasizing Reusability, and to Level 5 (Luminary) by emphasizing Market Authority.



**Deployment Roadmap:** Recommends immediate strategic roles, such as using an Insight Integrator to synthesize market trends into foresight for high-stakes clients.

