

Understanding the Ten Expert Profiles (EPs)

Each firm will naturally exhibit traits from several archetypes. This notwithstanding, the Strategic Anchoring process identifies the dominant position that best represents the firm's operating model and culture.

1. Market Guru



The Market Guru defines its value through thought leadership and market influence. It builds competitive advantage by shaping narratives that lead industry discourse, publishing high-impact insights, and guiding client understanding of emerging issues. Success depends on intellectual visibility and trust as a source of foresight.

Core interplay: Must develop key strengths in Sector Expertise, Brand & Visibility and Client Relationship Mastery.

2. Relationship Builder

The Relationship Builder excels at deep client empathy and relational capital. Its distinctiveness lies not in volume of reach but in the intimacy and longevity of client partnerships. Knowledge is co-created with clients, and value is sustained through trust and emotional intelligence.



Core interplay: Must develop key strengths in Client Relationship Mastery, Relationships & Network and Sector Expertise.

3. Technical Expert Leader



The Technical Expert Leader embodies precision, rigour, and excellence in its domain of expertise. Its credibility is rooted in the consistent delivery of technically superior outcomes and the professional integrity of its people.

Core interplay: Needs to develop Technical & Advisory Expertise, Methodology & Process and Ethics & Sustainability.

4. Scalable Expert



The Scalable Expert focuses on codifying and automating its intellectual capital, enabling replication and scalability across teams, markets, and geographies. Digital workflows and AI augmentation support consistent delivery and efficiency.

Core interplay: Must develop key strengths in Methodology & Process, Data & Technology, Ethics & Sustainability.

5. Insight Integrator

The Insight Integrator transforms information into foresight. It excels at synthesising data, market trends, and human judgement into actionable recommendations. Its strength lies in connecting the analytical with the advisory, enabling clients to make decisions informed by both evidence and experience.



Core interplay: Must develop key strengths in Sector Expertise , Data & Technology and Methodology & Process.

6. Trust Guardian



The Trust Guardian is founded on integrity and assurance. It operates from a position of unwavering professionalism, ethical conduct, and independence. Its clients rely on it not just for solutions but for *confidence* that the work done is accurate, fair, and aligned with the public interest.

Core interplay: Must develop key strengths in Ethics & Sustainability, Technical Expertise and Client Relationship Mastery.

7. Collaborative Catalyst

The Collaborative Catalyst creates value through co-creation and partnership. It thrives in ecosystems by forming alliances with clients, competitors, and innovators to deliver outcomes that no single entity could achieve alone. This archetype links commercial value with social purpose through shared innovation.



Core interplay: Must develop strengths in Relationships & Network, Client Relationship Mastery and Ethics & Sustainability.

8. Knowledge Orchestrator



The Knowledge Orchestrator turns individual expertise into collective intelligence. It ensures that what the firm learns is captured, structured, and disseminated. Internal collaboration systems, AI-enabled knowledge management, and mentorship cultures ensure that expertise scales across generations and service lines.

Core interplay: Must develop key strengths in Methodology & Process, Relationships & Network and Data & Technology.

9. Purpose Pioneer

The Purpose Pioneer uses its professional voice to advance societal progress. Its expertise is both commercial and moral thereby advocating for sustainability, equity, and social responsibility. Purpose Pioneers influence policy, drive public debate, and align their service offerings with broader social impact goals.



Core interplay: Must develop key strengths in Ethics & Sustainability, Brand & Visibility and Sector Expertise.

10. Transformation Architect



The Transformation Architect guides clients through complex organisational and technological change. It integrates process excellence, technological insight, and human understanding to deliver transformation outcomes that are sustainable and people-centred.

Core interplay: Must develop key strengths in Data & Technology, Methodology & Process and Client Relationship Mastery.