

IMAGINE Self-Proclaimed Expert or Wannabe

Is Your Culture at Stake

Engaging a real expert allows you to quantifiably accelerate your rate of failure and your rate of success. A real expert serves as a force multiplier to you!

Create a partnership and mentor under a subject matter expert, learn from a true achiever that has spent years, if not decades, to accumulate their expertise and from whom you can leverage and learn from them within days, weeks or months.

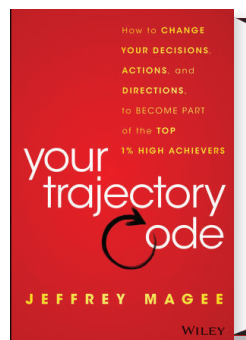
In today's robust internet world and need for immediate consumption, the depth of the marketplace subject matter experts and apparent influencers is astonishing. It is like a "kiddie pool of true intellect, understanding, experience and credibility." Yet most people seem to either be oblivious or are so complacent that they have no sense of care.

Today, what passes for an expert or person of legitimate credentials, would have ten years ago been called a "new hire, a beginner or a neophyte" ... With the aging Baby-Boomer population and entrance of the Millennials rapidly overtaking the majority of the workforce over the next five years, it is estimated that nearly sixty-percent of those in managerial-leadership and "boss" positions in 2001 will be retired and gone by 2020!

Generations of American's were reared with cultural mantras such as work hard, apply yourself, always learn, have self-respect, achieve, help others, operate from etiquette, and you will be rewarded as this created a DNA of what being an AmeriCAN was all about. Today, we have a generational and

cultural mindset of "reward me first and maybe I'll work hard."

In an ever exploding rhetoric infused world, diminishing legitimately integris people, and with this magnitude of loss in experience, intellectual capacity and wisdom, you need to be on your attention to not be a pawn in someone else's game. The wave of current and impending *self-proclaimed experts* to emerge and attempt to influence the trajectory direction of the future on the world market place and in your front yard is here!



With the rise of self-proclaimed experts and wannabes, make sure you cover your actions and are a good steward of others. Consider the company you keep and the company you hire. Therefore, consider these simple vetting observations and questions to unearth the real expert from the self-proclaimed:

1. Have they ever done it as an apprentice or beginner? Can they prove it?
2. Have they ever done it as a journeyman or employee/member?

3. Have they ever done it as a master or leader?
4. Can they prove anything based upon fact, data and logic versus emotion, rhetoric and assertions?
5. What would ten of their reputable clients/benefactors say about their deliverables?
6. Is there a degree in their area of specialty, and do they have it?
7. Is there a trade association certification in their area of specialty, and do they have it?
8. Have they ever been featured in a credible third party publication or newswire about their specialty?
9. Have they ever penned a White Paper on their specialty?
10. If appropriate, have they ever authored a book which was published by a credible and reputable publisher?
11. Have they ever designed, written, implemented and taught an instruction course in which they are a self-proclaimed expert?
12. Do they hold a patent, trademark or a copyright certificate on their body-of-work, expertise or deliverable?
13. Are they the innovator of anything in thier subject matter, or are they an imitator of others work?
14. Have they ever spoken before a body of peer experts in their space?

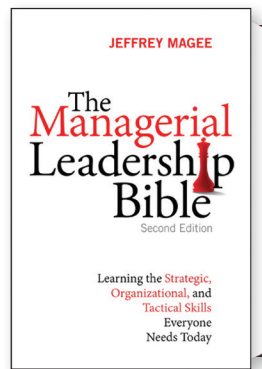
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15. If I go to their website, will it prove they are professional?
16. And above all, Can They Prove It?

And here is where you really accelerate catching a self-proclaimed expert wannabe in the act of B.S. which will influence your trajectory towards failure and ultimate derailment:

1. Fact check their resume. If they do not have one, that may be a major clue.
2. If they have harvested others' credentials and body-of-work as their own. A major clue is yelling at you - fraud.
3. Check the social media world for profiles and begin the process of reverse reading. You can add more content to the social media world to bury past trails, but it is very difficult to make data disappear. If their employment changes with the seasons, you need evidence for why they are not a charlatan. If they have quotes for lack of performance that seem to keep coming up in different places and times, then the lack of performance ROI is probably them and not other factors as reported or cited.
4. Check the credentials, pedigree, experiences cited and make sure the math adds up!
5. Ask for several references. If they hesitate or can't provide plural references which they are servicing both at the present time and past, this is a major red flag - run!
6. A major clue you are in the presence of a self-proclaimed expert that can't sustain an ROI will be their resistance, persistent deflection to other topics and degrading of others to avoid accountability.
7. If you are in an interviewing process situation, consider asking the candidate for copies of the past employer-employee performance reviews for discussion or a copy of their most recent tax statement - these are major reality checks.

Accountability matters, and how you create or abdicate accountability is critical. Hold on

for the pushback when you are in the presence of a self-proclaimed expert as you will see a life cycle of the following:

1. Culture (generational, ethnicity, regional, diversity, etc.) will be re-written to justify their outcome with no sense of personal ownership and personal responsibility.
2. Values will be abdicated.
3. Deflection (deflect responsibility and blame someone else) away from themselves and the core matter by playing the blame game to make someone else the problem and positioning themselves as the victim.

Performance success creates clear mandates and dictates. The ramifications of actions, accountability or lack of accountability on you and others now and later when influenced by a self-proclaimed expert is devastating. Success achievers will not stay within an organization that maintains and sustains this environment of people. So, if you are that self-proclaimed expert, you may want to really do something meaningful, contribute something meaningful, and get a job.

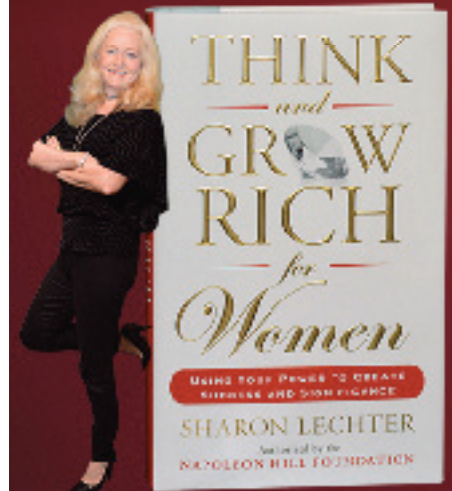
If you have never done anything, don't proclaim to have done so - step aside and let the real innovators/adults lead the way!

Engaging a real expert allows you to quantifiably accelerate your rate of success. A real expert serves as a force multiplier to you. Engage a sage as coaches for daily or weekly check-ins and accountability growth opportunities. Identify mentors to develop and guide your growth. Create peer groups that are comprised of people with greater credentials than you to serve as a 360° benchmark for excellence in all that you do. Develop a balanced IQ and EQ with substantial readings and continuous mental DNA enrichments on a regular basis. And, explore all opportunities to mentally tithe to others - but only those that will appreciate you and play-it-forward.

Just as complacency and mediocrity grows contempt, so too can success begets success!

It's time to stop complaining and start celebrating each other!

-Sharon Lechter



"Drink deeply of this wisdom. Give this book to all the women you love and care about."

-Mark Victor Hansen,
Co creator of the Chicken
Soup for the Soul series.

www.SharonLechter.com