Make your expertise *matter beyond the title.*

A short reflection to connect who you are, what you know, and the impact you want your work to have.

Use this guide before or after a talk, workshop, or moment of reflection. You do not need a perfect answer. Begin with what feels true and useful.

01 What do you want your expertise to make possible?

Who or what do you want your work to serve, strengthen, or change?

02 What do you want to be known for?

What do people seek your perspective on? What idea would you like associated with your name?

03 What can you see because of your experience?

What insight, lesson, or point of view might others miss without your lived and professional experience?

A useful starting point: name what matters before deciding how to make it visible.

Turn clarity into a signal *people can recognize.*

Authority grows when your perspective is clear enough for the right people to understand, remember, and use.

04 What part of your expertise deserves more visibility?

Choose one idea, method, or point of view you want the right people to understand.

A QUICK AUTHORITY CHECK

IDENTITY	What do you stand for?
EXPERTISE	What useful idea can you contribute?
VISIBILITY	Where would the people you want to reach encounter it?

05 Choose one next move

Keep it small enough to complete. You might name your point of view, share a useful story, shape an insight into a framework, or make one idea visible where your audience already gathers.

The idea I want to express

The people I want it to reach

One step I can take this week

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