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Turning to the SME to Accelerate Your Goal Attainments Check-List

With the rise of remote and virtual work as the new norm, the massive disruption to the traditional conventional jobs space, the explosion of self-proclaimed experts and wannabes, it would appear everyone is a Coach or an Expert today, and you need to hire them. Make sure you cover your actions (CYA) 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 SME (Subject Matter Expert) from the self-proclaimed:

- ✓ Have they ever done "it" as an apprentice or beginner? Can they prove it?
- ✓ Have they ever done it as a journeyman or employee/member?
- ✓ Have they ever done it as a master or leader?
- ✓ Can they prove anything based upon fact, data and logic versus emotion, rhetoric and assertions?
- ✓ What would ten of their reputable clients/benefactors say about their deliverables?
- ✓ Is there a degree in their area of specialty, and do they have it?
- ✓ Is there a trade association certification in their area of specialty, and do they have it?
- ✓ Have they ever been featured in a credible third-party publication or newswire about their specialty?
- ✓ Have they ever penned a White Paper on their specialty?
- ✓ If appropriate, have they ever authored a book which was published by a credible and reputable publisher?
- ✓ Have they ever designed, written, implemented and taught an instruction course in which they are a self-proclaimed expert?
- ✓ Do they hold a patent, trademark or a copyright certificate on their body-of work, expertise or deliverable?
- ✓ Are they the innovator of anything in their subject matter, or are they an imitator of others work?
- ✓ Have they ever spoken before a body of peer experts in their space?
- ✓ If I go to their website, will it prove they are professional?
- ✓ And above all, **Can They Prove It?**



Jeffrey Magee, PhD, PDM, CSP, CMC, CBE, is the "Thought Leader's Leader." Jeffrey is the publisher and editor-in-chief of **Performance 360 Magazine**, editor of *Trajectory Code* and *Performance Driven Selling* blogs, a former nationally syndicated Radio Talk Show Host as well as a published author of several books including **Performance Execution**, **The Managerial Leadership Bible**, **The Sales Training Handbook**, and **Your Trajectory Code**. He is also a columnist and highly sought motivational leadership speaker. The recipient of the United States Junior Chamber's Ten Outstanding Young American's (TOYA) Award, and the United States National GUARD's Total Victory Team Medal for civilian contribution to the Armed Services.

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Here is where you really accelerate navigating 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.

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.

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!

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.

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.