



Professional Expertise Roadmap Worksheet

A step-by-step self-guided worksheet for working professionals ready to map, accelerate, and own their career expertise — from where you are now to where you want to be.



Why Your Expertise Roadmap Matters More Than Your Job Title

In today's rapidly shifting professional landscape, **expertise is the new currency**. Job titles change. Companies restructure. Industries transform. But the depth and breadth of what you genuinely know — and can demonstrably do — travels with you everywhere. Yet most professionals move through their careers reactively, collecting experiences rather than intentionally building a coherent, compelling expertise profile.

This worksheet solves a very specific and common problem: **the gap between where your skills actually are and where they need to be** for the next stage of your career. Whether you're transitioning industries, stepping into a leadership role, positioning yourself as a consultant, or simply trying to become irreplaceable in your current role, this resource gives you a structured way to take stock, set direction, and move with purpose.

"Career growth without an expertise map is like navigation without coordinates. You might be moving fast — but do you know where you're heading?"

This worksheet is designed to be used in three ways: as a **read-through** for orientation, as a **working document** you fill in during a focused session, and as a **living reference** you return to every quarter. There are no right or wrong answers — only honest ones. The more truthful you are with yourself, the more powerful your roadmap becomes.

How to Get the Most Out of This Worksheet

- Set aside uninterrupted time — 45 to 60 minutes is ideal for a first pass
- Have your most recent CV or LinkedIn profile open for reference
- Be specific — vague answers produce vague plans
- Revisit and update every 90 days as your career evolves
- Share with a mentor or coach to unlock deeper insights

What You'll Walk Away With

- A clear picture of your current expertise portfolio
- Identified growth gaps and priorities
- A 90-day action plan
- Your personal expertise statement

MODULE 1

Take Stock: Your Current Expertise Inventory

Before you can map where you're going, you need an honest, detailed picture of where you are. Most professionals dramatically underestimate the value of what they already know — and occasionally overestimate fluency in areas where they have surface-level exposure. This module helps you conduct a rigorous, honest audit of your expertise portfolio across three dimensions: **Technical Skills**, **Functional Knowledge**, and **Behavioural Competencies**.

Use the framework below to categorise your current skills. For each item, rate yourself on a 1–5 scale: **1 = Awareness only**, **3 = Can apply independently**, **5 = Can teach others / recognised expert**.

Technical Skills

Hard skills specific to your function or industry — tools, methodologies, platforms, data analysis, coding, financial modelling, etc.

Worksheet Prompt: List your top 5 technical skills and rate each 1–5. Circle the ones you're most confident in.

Functional Knowledge

Domain expertise within a business function — marketing strategy, supply chain operations, HR business partnering, product development, etc.

Worksheet Prompt: In which functional areas do you have the deepest knowledge? Rate each 1–5 and note years of experience.

Behavioural Competencies

The "how you work" dimension — stakeholder management, executive communication, influencing without authority, strategic thinking, and adaptability.

Worksheet Prompt: Which 3 behavioural strengths do colleagues most frequently acknowledge in you? Rate your mastery 1–5.

 **Pro Tip:** Don't rely only on self-assessment. Pull feedback from your last performance review, LinkedIn recommendations, or ask a trusted colleague: "What's the first expertise area you'd associate with me?" Their answer — especially if it surprises you — is gold.

Expertise Inventory: Fill-In Template

Use this structured template to document your current expertise. Be specific — "Excel" is less useful than "financial modelling in Excel with pivot tables and dynamic dashboards." Specificity makes this roadmap actionable and also prepares you for stronger CV and interview language.

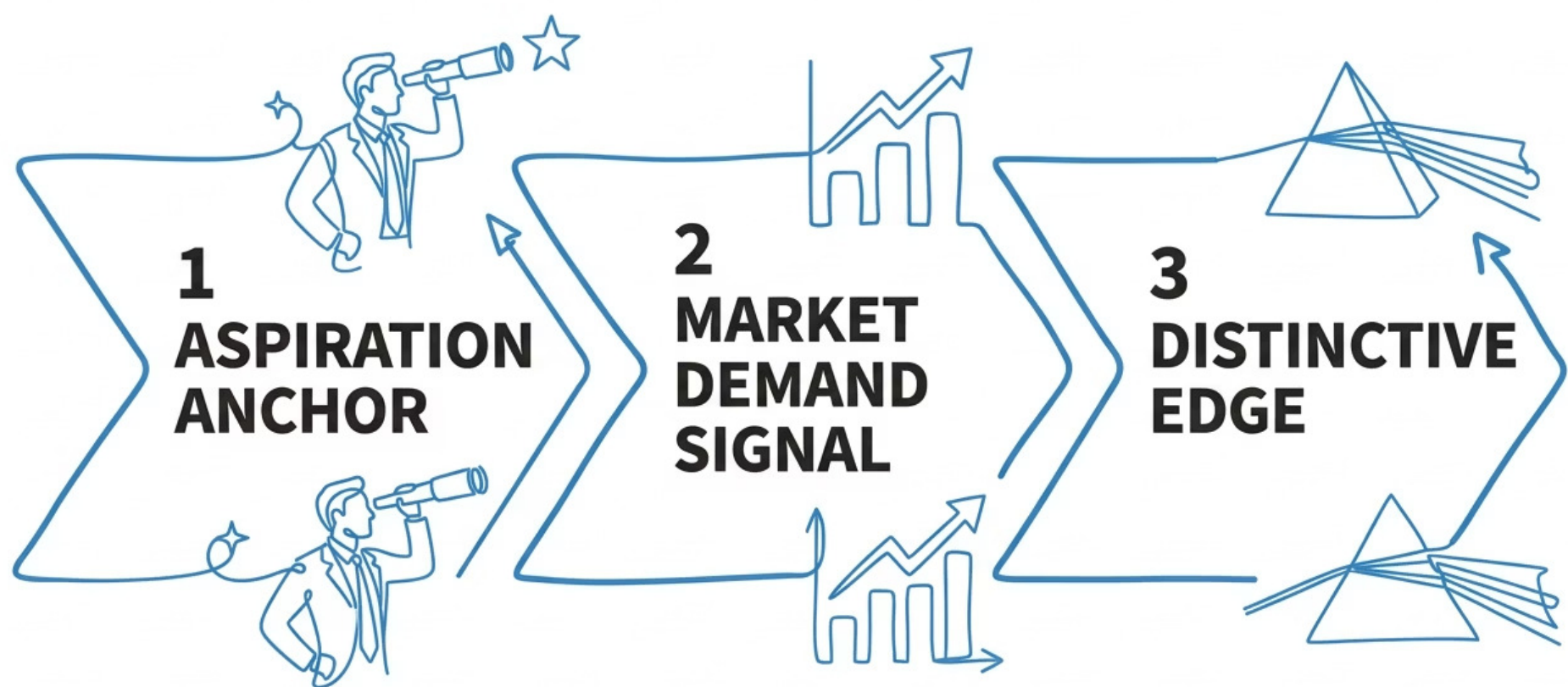
Skill / Knowledge Area	Category	Self-Rating (1–5)	Evidence / Example
e.g. Data storytelling with Power BI	Technical	4	Built executive dashboards for Q3 review
e.g. B2B go-to-market strategy	Functional	3	Led product launch in 2 markets
e.g. Stakeholder communication	Behavioural	5	Consistent 360° feedback highlight
[Your entry]			
[Your entry]			
[Your entry]			
[Your entry]			

Once complete, step back and look at the full picture. **Which category has the most 4s and 5s?** That's your current expertise anchor — the zone where you're already building a reputation. **Which category has the most 1s and 2s?** That signals your growth frontier, and we'll address it in Module 3.

Define the Destination: Your Target Expertise Profile

Knowing where you are is powerful. Knowing where you want to go — with clarity and intentionality — is transformational. Module 2 helps you define your **Target Expertise Profile (TEP)**: the specific combination of skills, knowledge, and reputation you want to be known for 2–3 years from now. This isn't a wishlist. It's a researched, grounded target that connects your personal ambitions to real market demand.

Many professionals skip this step and wonder why their development efforts feel scattered. Without a TEP, every learning opportunity looks equally attractive — and you end up spreading yourself thin rather than building a deep, distinctive expertise signature.



Work through each of these three dimensions before filling in your TEP statement below. Research job descriptions for your target role. Talk to people already in that position. Review industry salary benchmarking reports. The more data you feed into your TEP, the sharper and more achievable it becomes.

☐ Reflection Questions — complete these before moving forward:

1. In 2–3 years, what specific role, level, or type of work do you want to be doing?
2. What would someone in that position need to know and be able to do that you currently cannot?
3. What do people in your network already associate with your professional identity — and does that match your target?

My Target Expertise Profile Statement (draft it here):

Example: "In 3 years, I want to be known as a go-to expert in climate-tech venture strategy, with deep expertise in ESG due diligence, emerging market fundraising, and board-level sustainability communication."

My TEP Statement:

Identify the Gaps: Your Expertise Growth Map

With your current inventory (Module 1) and your target profile (Module 2) now clearly defined, you are ready for the most critical step in the entire worksheet: **identifying your expertise gaps with precision**. This is not about judging where you fall short — it is about building a clear, honest bridge between your present state and your desired future.

Most professionals make one of two mistakes at this stage. The first is **overloading their gap list** — identifying 15 areas to improve simultaneously, which leads to paralysis and burnout. The second is **being too vague** — saying "I need to improve leadership" without specifying what aspect of leadership, at what level, and for what context. This module keeps you focused and precise.

● Critical Gaps

Skills or knowledge areas your target role requires that you currently rate 1–2. These are non-negotiables for your progression and should be your top development priorities.

● Development Zones

Areas where you rate yourself 3 and need to reach 4–5. You have a foundation — you need deliberate practice and real-world application to move from competent to expert.

● Leverage Zones

Your existing 4s and 5s that are directly relevant to your target profile. These are your anchors — build on them, showcase them, and use them to create opportunities.

Gap Mapping Worksheet — Complete the table below:

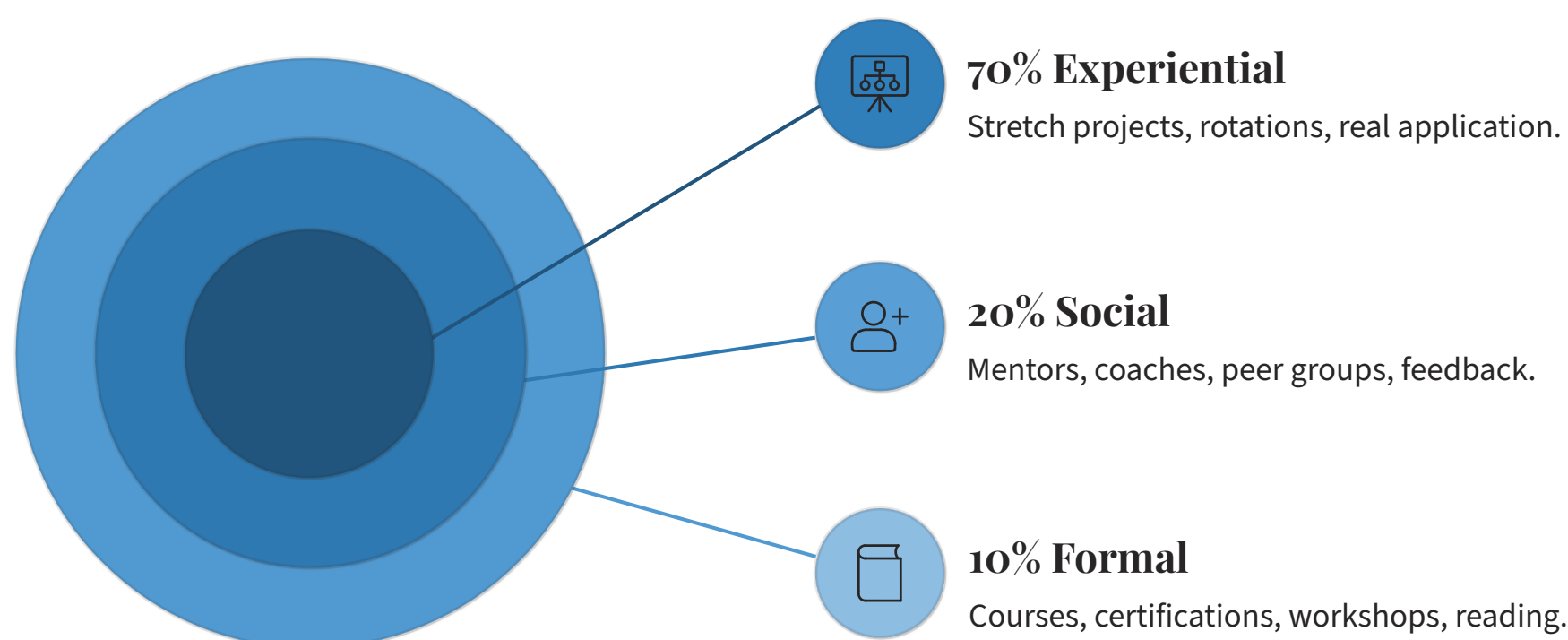
Skill / Knowledge Area	Current Rating	Target Rating	Gap Category	Priority (H/M/L)
e.g. Executive-level presentation skills	2	5	Critical Gap	High
e.g. Financial P&L management	3	4	Development Zone	Medium
[Your entry]				
[Your entry]				
[Your entry]				

Rule of focus: Identify no more than **3 Critical Gaps** and **2 Development Zones** to work on in the next 90 days. Everything else goes on a "future review" list. This constraint is intentional — it forces prioritisation and makes progress measurable.

Build the Bridge: Your 90-Day Expertise Acceleration Plan

A gap identified without a learning plan attached to it is just frustration with a label. Module 4 is where your roadmap becomes real. You will design a **90-day Expertise Acceleration Plan** — a focused, time-bound commitment to closing your top priority gaps through a deliberate combination of learning, practice, and exposure.

The most effective professional development combines three modes of learning, often cited in research as the **"70-20-10 model"**: **70% experiential** (on-the-job stretch assignments and real projects), **20% social** (coaching, mentoring, peer learning), and **10% formal** (courses, certifications, structured programmes). Your plan should draw from all three, not just the last one.



For each of your top 3 priority gaps, complete the following planning template. Be specific about what you will do, by when, and how you will measure progress. Vague intentions do not survive contact with a busy work week.

Priority Gap	Learning Action (What exactly?)	Mode (70/20/10)	Deadline	Success Indicator
e.g. Executive communication	Volunteer to present at next all-hands; enrol in PlanetSpark Communication Mastery programme	70% + 10%	Week 6	Deliver 1 exec-level presentation with positive feedback
[Gap 1]				
[Gap 2]				
[Gap 3]				

☐ **Accountability Hack:** Share this plan with one person — a manager, mentor, or peer — and schedule a 30-minute check-in at the 45-day mark. External accountability triples follow-through rates. You do not need to build this roadmap alone.

Signal Your Expertise: Making Your Growth Visible

Here's the uncomfortable truth that most development guides leave out: **expertise that isn't visible doesn't advance your career**. You can close every gap on your list, build a world-class skill set, and still be passed over for opportunities if the people who matter don't know about it. Module 5 is about the deliberate, professional — and not self-promotional — practice of making your growing expertise legible to the right audiences.

Visibility is not about bragging. It is about [closing the information gap between what you know and what key stakeholders perceive you to know](#). Managers, hiring panels, clients, and senior sponsors make decisions based on the reputation you have built — often through small, consistent signals over time, not a single grand showcase.



Internal Visibility

Raise your profile inside your organisation. Volunteer for high-visibility projects, offer to present findings to leadership, write internal knowledge-sharing posts, or lead lunch-and-learn sessions on your area of growing expertise. Ask your manager to advocate for you in rooms you're not yet in.



Professional Network

Update your LinkedIn headline and About section to reflect your Target Expertise Profile — not just your current job title. Share relevant content, comment thoughtfully on industry conversations, and reconnect with former colleagues. Your network is a living asset that compounds over time.



Thought Leadership

Write one short article, LinkedIn post, or industry commentary per month on a topic within your expertise area. You do not need to be a published author. A well-structured 500-word perspective piece signals depth, builds credibility, and attracts opportunities that cold applications never will.

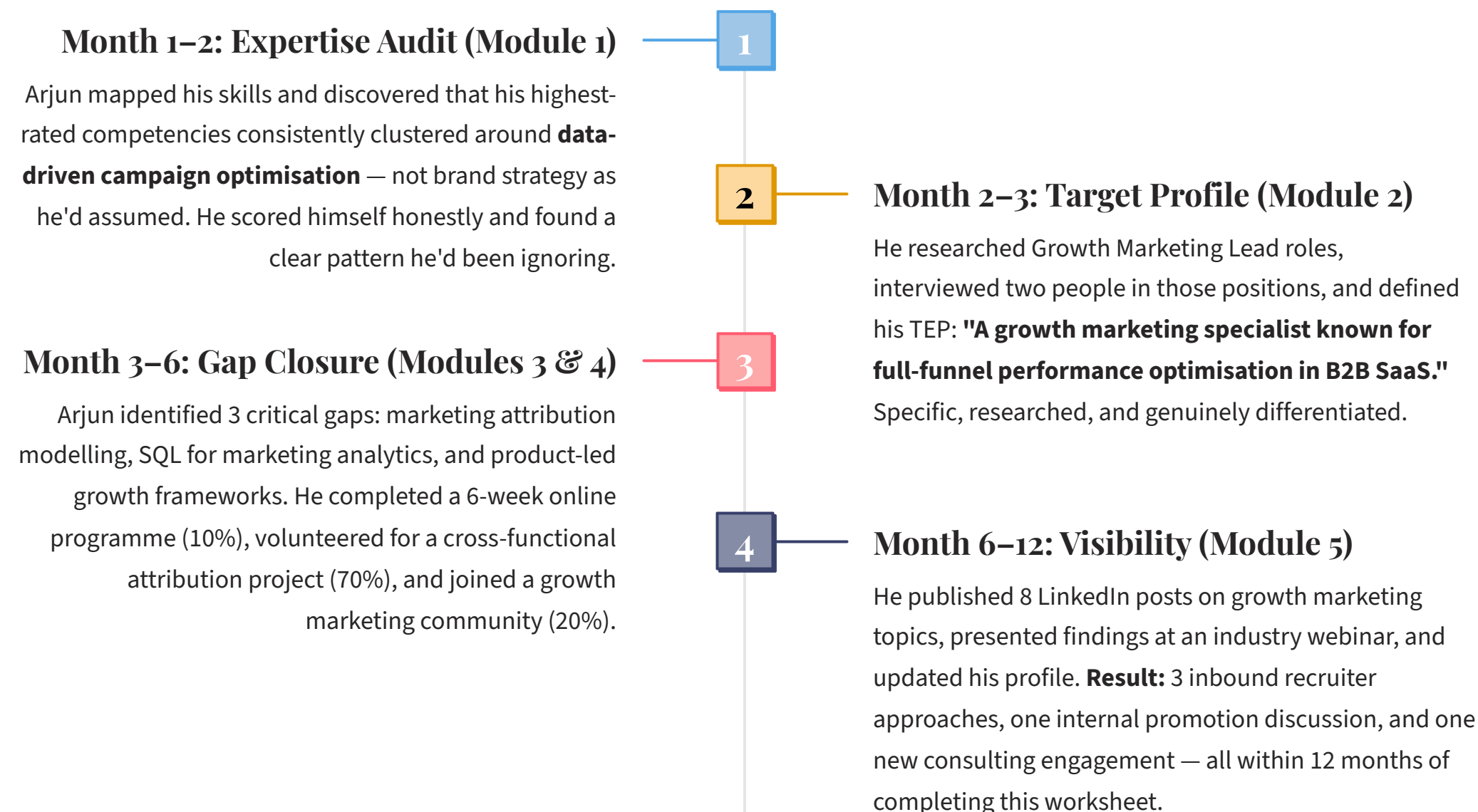
Visibility Action Checklist — tick what you will commit to doing in the next 30 days:

- Update LinkedIn headline to reflect my Target Expertise Profile
- Write and publish one LinkedIn post on a topic within my expertise area
- Identify one internal project or presentation I can volunteer for
- Schedule a conversation with my manager about my development direction
- Reconnect with 3 people in my professional network who are relevant to my target area
- Ask one senior stakeholder to include me in a meeting or discussion I'm not currently part of
- Request a testimonial or recommendation from a recent collaborator

Case Example: From Generalist to Recognised Expert in 12 Months

Meet **Arjun** — a 7-year marketing professional who had a solid but undifferentiated career profile. He was good at many things: content strategy, campaign management, brand communications, and analytics. But in job interviews and promotion conversations, he kept hearing: *"You're a strong all-rounder, but we're looking for someone with deeper specialisation."* Sound familiar?

Arjun completed this worksheet and made three decisions that changed his trajectory within 12 months. Here's how he used each module:



What Arjun Did Right

- Chose specificity over breadth in his expertise positioning
- Used real market research to define his target profile
- Combined all three learning modes (70-20-10)
- Made his growth visible — consistently and professionally
- Committed to a 90-day plan and actually followed through

Common Mistakes to Avoid

- Waiting to "feel ready" before claiming your expertise area
- Listing too many gaps and trying to fix all of them at once
- Doing only formal learning (courses) without applying skills in real work
- Never telling anyone about your development — hoping it speaks for itself
- Revisiting the plan only when things go wrong, not on a regular cadence

SELF-EVALUATION

Quarterly Review: Is Your Roadmap Still on Track?

Your Professional Expertise Roadmap is not a one-time document. It is a **living tool** that should be revisited every 90 days — not because you've failed, but because you've grown. Markets shift, opportunities emerge, priorities evolve, and your own self-knowledge deepens with every project and conversation. A quarterly review keeps your roadmap aligned with both your current reality and your evolving ambitions.

Use the self-evaluation framework below at the end of every 90-day cycle. Answer each question honestly and update your roadmap accordingly. This is a 20-minute exercise that pays dividends all quarter long.

Progress Check

Which of your 90-day learning actions did you complete?
What measurable progress can you point to on each priority gap? Rate your movement honestly — not harshly, but not generously either.

Prompt: "Since my last review, I have moved from _____ to _____ on [skill/knowledge area], evidenced by _____."

Context Check

Has anything shifted in your professional context — a new manager, a restructure, a market change, or a new opportunity — that should update your Target Expertise Profile? What you were targeting 90 days ago might need recalibration today.

Prompt: "My target expertise profile is still relevant / needs updating because _____."

Energy Check

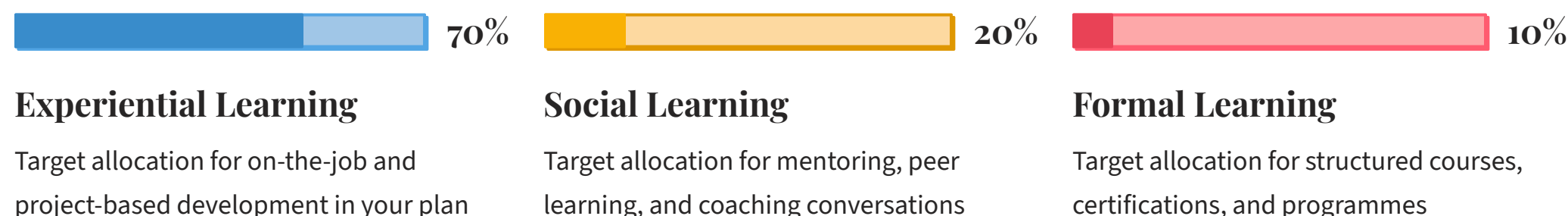
Which development activities gave you energy, and which felt like a grind? Sustainable expertise-building must align with your natural strengths and motivations — not just market demand. If something consistently drains you, question whether it belongs in your roadmap at all.

Prompt: "The learning activity that energised me most was _____, and I want more of that in the next 90 days."

Next 90-Day Commitment

Based on your progress, context, and energy checks — what are your top 3 priorities for the next 90 days? Write them as specific, measurable commitments with deadlines, not vague intentions.

Prompt: "In the next 90 days, I will: 1. _____ 2. _____ 3. _____"



KEY TAKEAWAYS

Your Expertise Roadmap: The 7 Things to Remember

You have now completed every module of the Professional Expertise Roadmap Worksheet. Before you close this document and return to your inbox, take two minutes to anchor the most important principles. These seven takeaways are the distilled essence of everything in this worksheet — pin them somewhere visible and let them guide your decisions over the coming months.

1 Expertise is intentional, not accidental

Professionals who become recognised experts don't simply accumulate years of experience — they deliberately build, deepen, and signal specific areas of mastery. Intention separates a career from a trajectory.

2 Specificity beats breadth at the career-progression stage

A sharp, well-defined expertise profile will open more doors than a wide but shallow skill set. Know what you want to be known for — and commit to becoming genuinely exceptional at it.

3 Gaps are data, not deficits

Identifying a gap means you now have a precise target. The professionals who grow fastest are not the ones with the fewest gaps — they are the ones who close their highest-priority gaps with the most focus and urgency.

4 Learning only counts when applied

A certification without practice is a credential without capability. Every learning action in your 90-day plan must connect to a real work application — a project, a presentation, a decision, or a deliverable.

5 Visibility is a professional responsibility

Your expertise serves no one — including yourself — if the people who make decisions about your career don't know about it. Visibility is not vanity. It is professional stewardship of the value you've worked hard to build.

6 90-day cycles beat 5-year plans

Long-range planning is valuable for direction. But careers are made — or stalled — in 90-day windows. A focused, specific, accountable 90-day plan consistently outperforms a grand strategy with no near-term milestones.

7 Your roadmap is a living document, not a monument

Review it every quarter. Update it when your context changes. Celebrate progress and reset priorities with honesty and curiosity. The professionals who treat their roadmap as a living conversation with their ambitions are the ones who go the furthest.

QUICK REFERENCE

Your Complete Roadmap at a Glance

Use this quick-reference summary as your go-to reminder page. Pin it to your desk, save it as a wallpaper, or revisit it at the start of every work week. Five modules, one powerful roadmap.



Your Next 3 Actions — Complete These Today

1. Fill in your Expertise Inventory table (Module 1) — 15 minutes
2. Draft your Target Expertise Profile statement (Module 2) — 10 minutes
3. Identify your top 3 priority gaps and one learning action for each (Modules 3 & 4) — 15 minutes

PlanetSpark Resources to Support Your Roadmap

- **Communication Mastery Programme** — for professionals closing executive communication gaps
- **Leadership Accelerator Track** — for managers building strategic leadership expertise
- **Personal Brand Workshop** — for professionals ready to amplify their visibility
- **1:1 Expert Coaching** — for personalised roadmap guidance with a senior coach

"You already have more to work with than you think. This worksheet isn't a starting point — it's a mirror. What you do next with what you see is entirely up to you."

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