

# Subject Matter Expert Guide

## Preparing Content

You're considered an SME, a Subject Matter Expert by your leadership. And you've been asked to speak and share on a handful of topics relevant to your company. Please consider those ideas and prepare a few remarks to get yourself ready to be interviewed. Remember! You don't have to memorize anything! We'll ask and you answer. Pretty easy.

## Clearing Your Schedule

As we'll be working together for an hour or more together, please take the time to clear your calendar and push out any important tasks until later. If you need to, prep your staff to protect you from noise so you can concentrate and remain undistracted.

## Confident On Camera

While your team leader may want to share their opinion, ours is that you should dress like yourself. Wear what makes you confident. If you are someone who wears a t-shirt at the office, do it. If you'd feel more like yourself in a suit, do so. The camera will know if you're comfortable and confident; so, do what makes you feel great.

We may suggest make-up (yes even for the men) if the need arises but please don't overdo it. The same goes with hair. The videos are intimate, so you won't need to do anything special beyond your normal look.

## Being Present

Preparation is the key to being present on camera. Don't worry, we interview people just like you every day and take pleasure in helping make this a really positive experience. You're a Subject Matter Expert and we'll be asking you to share about what you love, what you do every day, and what gives you passion. Once you get talking, you'll be in the moment.

## Delivering Content

There isn't much here for you to worry about. We'll listen, learn and ask questions that get to the heart of things. If we miss something, help us.

One idea that is helpful for us: When you answer a question, please put that language into your answer.

### Example:



**We'd ask you,** *"So tell me about how you became the EVP here"*

**You might answer,** *"Yeah that was a really wild ride for me..."*

But you can see how hard a time the viewer would have once I edit my question out.

**Better Answer,** *"Becoming the EVP here was a really wild ride..."*