

Playing the Long Game in Becoming a Recognized Expert

Dorie Clark

dorieclark.com

You're Great at What You Do



So Who Knows About That?



Is *Everyone* a Therapist? (or a Coach??)



The Loxoooooooo oooooooooooo oooooooooxooo ooxoooooooooo oooooooooooo ong Game

*How to be a long-term thinker
in a short-term world*

DORIE CLARK

HARVARD BUSINESS REVIEW PRESS

2-5 Years



Photo: Jonas Denil via Unsplash



Photo: Sonja Langford via Unsplash

3 KEY COMPONENTS IN BECOMING A RECOGNIZED EXPERT

Content Creation Social Proof Network



dorieclark.com/toolkit

Dorie Clark's Recognized Expert Evaluation Toolkit

Becoming a recognized expert can dramatically enhance your professional life. When others understand your value and seek you out directly, you can choose the clients you want to work with, charge what you're worth, and have a far greater impact on the world.

You no longer have to constantly be in 'sales mode.'

Instead, opportunities start coming to you.

There are three elements to becoming a recognized expert:

- **Creating Content**
- **Establishing Social Proof (i.e., credibility)**
- **Building Your Network**

CONTENT CREATION

LinkedIn



The graphic is a promotional banner for a LinkedIn Live event. It is split into two main sections by a diagonal line. The left section features a portrait of a man with grey hair and a beard, wearing a dark blazer over a light blue shirt, set against a green, out-of-focus background. Above the portrait is a small logo consisting of a stylized sun or starburst, followed by the text 'Darin Rowell EdD'. The right section has a dark grey background. In the top right corner is the 'in Live' logo. The main title 'Leadership and the Self-Directed Life' is written in a large, white, serif font. Below this, 'LinkedIn Live Series' is written in a smaller, orange, sans-serif font. Further down, the text 'Hosted by Darin Rowell' is in white, with 'Executive and Team Success' in a smaller, italicized white font below it. At the bottom, an orange rounded rectangle contains the date and time 'Wednesday, September 9th 11:30 am - 12:00 pm CT' in white, bold, sans-serif font.

Darin Rowell EdD

in Live

**Leadership
and the
Self-Directed Life**

LinkedIn Live Series

Hosted by
Darin Rowell
Executive and Team Success

**Wednesday, September 9th
11:30 am - 12:00 pm CT**

Podcasting



OTS 158: Bob Burg
The Essence of Influence
August 20, 2019



OTS 157: Stacey Copas
Radical Resilience
August 13, 2019



OTS 156: Kathy Klotz-Guest
Serendipitous Encounters
August 06, 2019



OTS 155: Bill Cates
Referral Culture
July 30, 2019



OTS 154: J. Kelly Hoey
Train Your Assassins
July 23, 2019



OTS 153: Desheen L. Evans
The Footprint to Follow
July 16, 2019

High Profile Publications



Dirk Schroeder shared a link.

22 hrs · 📌 Articles Published!

My first HBR article was published today! Thanks to Dorie Clark and Rebecca Zucker for their input, feedback and guidance. I learned a lot through the process and will be sharing a few insights with this group shortly. Enjoy!



HBR.ORG

Turn Your Covid-19 Solution into a Viable Business

Four steps to make a lasting impact — and capture lasting growth.



You, Ron Carucci, Nihar Chhaya and 45 others

29 Comments

SOCIAL PROOF

Quoted in the Media



Sarah Kohl

21 hrs



Friends, [Dorie](#)'s plan has gotten external validation I was approached by a writer from Condé Nast for an interview tomorrow. I asked her how she found me and she said- "through articles online Your name just kept coming up." Boom! Just like Dorie predicted. This experience encourages me to write more.



Why There's So Much Conflict at Work and What You Can Do to Fix It | Liz Kislik | TEDxBaylorSchool

182,651 views • Jan 16, 2018



1.7K



117



SHARE



SAVE



Bob Glaze shared a link.

9 mins

Very excited to have been quoted in USA Today. Thanks to Dorie, I responded to a request on HARO and it worked!!!



These are the most outrageous travel fees

Shouldn't airlines, hotels and other travel companies charge a fair price for a complete product?

USATODAY.COM



Guest Lecturing or Teaching

Photo by Jon Chase

NETWORK





Photo: Chris Montgomery via Unsplash

3 PRINCIPLES OF PLAYING THE LONG GAME

1) [White Space]



2) Watch for the Raindrops

Photo: Erik Witsoe, Unsplash

3) What Kind of Person Do You Want to Be?



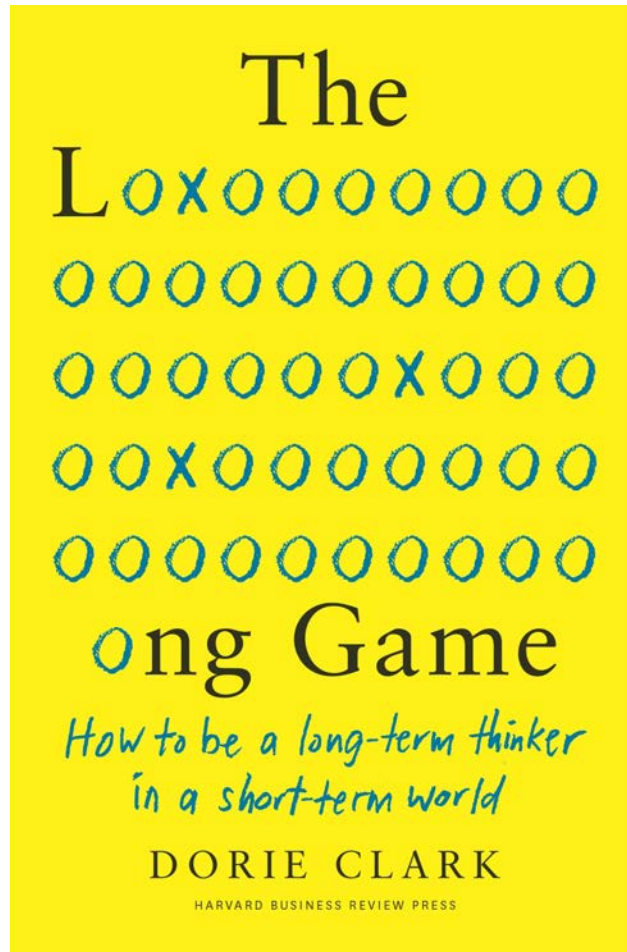
It's your executive coach and my name is

What Will You Do Differently?





Photo by Emily Morter via Unsplash



Your Free *Long Game* Strategic Thinking Self-Assessment:
dorieclark.com/thelonggame