

Are your experts being Expert?



Expert

It's 4am, wide-awake. Exhausted. 36 hours earlier the phone had rung and with a quick reorganisation of workloads, it was agreed. A 200-mile dash down to Devon to support a long-time friend and colleague, turned into a top five worst journey ever. In a Costa, on the side of the motorway, I am an Expert. I am rapidly structuring and organising curriculum blocks; classes; people; lessons; grouping, filling the space, it is efficient. I am efficient. It would take other people hours, if at all, to do what I achieved in a coffee break in Costa, during a top five worse trip ever.

I am Expert.

Are your experts Expert? In your school, one would expect that your teachers are experts at engaging, motivating, learning, coaching, developing. Teaching.

They have studied, while you have supported. They have engaged with personal development, while you have invested. They have practiced, while you have coached. Their lessons are planned, executed, and effective. Can we say 'good' or 'outstanding'? They are Expert.

Like all good leaders, you've done your reading. You are Expert. You know it takes time to gain the experience to be an expert. 10,000 hours?

Cost

In schools there are a lot of tasks that are essential to the running of an organisation but ancillary to their purpose. Timetabling, Information Management, Data Analysis to name a few.

- Some will ask capable administrative staff to do the work.
- Some give the work to teachers.
- Some take the work on at senior level.

There is a cost. There is always a cost. They are not Expert. You are not Expert.

- It will take a considerably longer time to complete.
- It will take experts out of the classroom.
- It will distract. You and your organisation will be distracted.
- It costs financially. It costs a lot when an expert or organisation is distracted. Especially when errors occur.

Distraction

My brother works for an airline. When a landing gear fails, they get an expert. They never have it fixed by a frame mechanic. He knows this, he use to fix landing gear. He doesn't anymore as he leads the maintenance teams. When a landing gear fails, he no longer fixes it. He calls the Expert. He knows that as he checks workflow, and passes the aircraft back to the sky, he cannot be distracted. He knows the cost.



So at 4am after a top-five worst journey ever, the questions in my head are:

- Why do schools allow their experts to be distracted?
- Why do schools allow key work priorities to be undertaken with little expert knowledge?

The reasons are probably to do with **budget**. But it is not cost effective to take an expert from the classroom, to take longer, to do a less than perfect alternative job, and distracting them from the organisations core business.

Because **need is sporadic**. Schools know it is too expensive to employ experts in all areas. MAT structures should be providing experts for Academies. If you have no access, outsource to experts. Remove the distraction, having an expert work efficiently without error, is cheaper.

Some staff would like to take on these tasks. It's a way of **rewarding and developing**. Great, you have a teacher who is good with data, use their knowledge to coach, support and teach others the value in using the information to improve practice. It is not cost effective to distract them with the system management tasks. They are your greatest assets; they are experts in the classroom, in developing others. They are not Expert in other roles and they will be distracted.

Be Expert

If you need a timetable written once a year. Get an expert to do it. Get the best possible outcome, complete it with minimal distraction, quickly. The speed an expert can work makes it cost effective.

If you need data analysis completed six times a year. Get an analyst to do it. Move the distraction, have teachers focus on classroom impact; give leaders the time to use the information strategically.

If you have a regular data management upkeep cycle. Use an experienced data management mechanism. Allow your administrative staff to support your staff and pupils. An outsourced managed solution will almost certainly be less expensive than employing full time. Why? Experts get the job done, quickly, efficiently and with fewer errors.

Why do schools allow their amazing, teaching and learning experts to be anything else? Why do schools allow talented people to be distracted from the primary purpose of the organisation?

Don't be distracted.

Be Expert.



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