

SPECIALIZATION WORKSHEET

Defining Your Firm's Area Of Expertise



Do you know your firm's area of specialization? Specialization is crucial for a firm to accomplish their best work. Use the questions in this worksheet to clarify or determine your firm's area of specialization.

GEOGRAPHY

Typically the city or cities you focus on, but can be larger such as Southeastern US or more specific such as the Peninsula in San Francisco.

- ? How many searches has your firm done in a particular region?
- ? What regions does your firm tend to do well in?
- ? What regions does your firm tend to do poorly in?

COMPANY STAGE & SIZE

The type of company you focus on, usually characterized by the number of employees, annual revenue, and funding.

- ? How many searches has your firm done with different types of companies?
- ? What types of companies does your firm tend to work well with?
- ? What types of companies does your firm tend to work poorly with?

INDUSTRY

The industries you focus on, such as high tech or manufacturing.

- ? How many searches has your firm done in a particular industry?
- ? What industries does your firm tend to do well in?
- ? What industries does your firm tend to do poorly in?

DEPARTMENT

The departments you focus on, such as Sales or Engineering.

- ? How many searches has your firm done in a particular department?
- ? What departments does your firm tend to do well in?
- ? What departments does your firm tend to do poorly in?

SENIORITY

The seniority levels you focus on, such as C-level or VP.

- ? How many searches has your firm done for a particular seniority level?
- ? What seniority level does your firm tend to do well with?
- ? What seniority level does your firm tend to do poorly with?

The best combinations of these 5 characteristics are the areas of specialization that your firm has or will do well in. They also serve as a starting point for expansion as your firm grows.