

ACCOUNTANTS GO NARROW

Focus

Specialize

Differentiate

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A photograph of a person wearing a red helmet and a backpack, standing in a dark cave. The person is holding a camera up to their eye, as if taking a picture. Several bright beams of light stream down from the ceiling of the cave, illuminating the person and the surrounding rock formations. The cave walls are rugged and textured, with some stalactites visible. The overall atmosphere is mysterious and dramatic.

No one achieves greatness by becoming a generalist.

The only way to get to the next level is FOCUS!

John C. Maxwell

THE FOUR DIFFERENTIATORS

**Enduring Relationships:
The Right Team**



**Deep Understanding
& Perspective**



**Value to
Client**



**Industry Insight:
Client-Centric Focus**



**Being
Proactive**



DIFFERENTIATION MATRIX

Industry Specialist
Service/Technical Generalist



Industry Specialist
Service/Technical Specialist



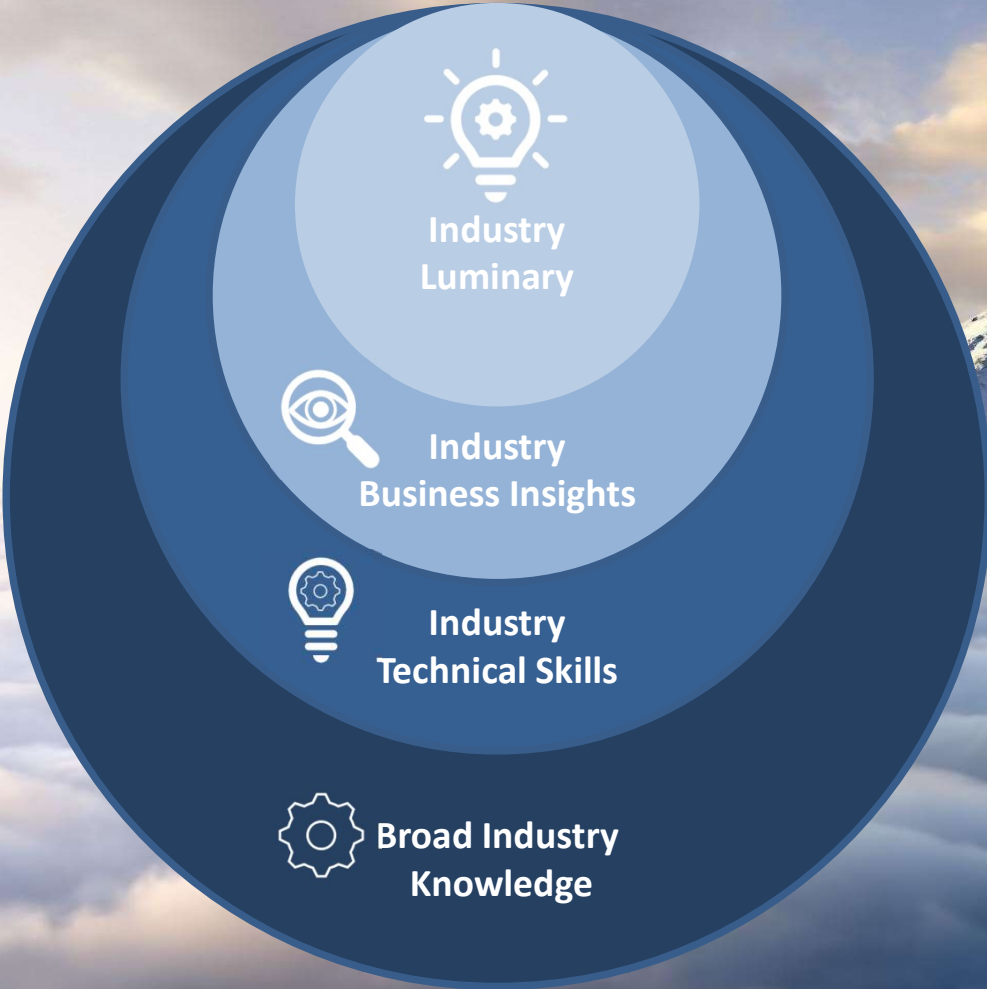
Industry Generalist
Service/Technical Generalist



Industry Generalist
Service/Technical Specialist



CAREER JOURNEY



TOP TALENT



Develop Your Rising Stars

POTENTIAL

NEXT STEPS

- Panel Discussion
 - Nicole Riley, Audit Director and Co-Leader of Nonprofit Practice, CPA, CFE, PKF Texas
 - Brent Kaniecki, Partner, Strategic Growth, Anders CPAs + Advisors
- Table Discussions & Report Out
 - What can LEA do to help with industry strategy?
- Follow-up Workshops

THANK YOU

Register for Follow-up Virtual Workshops

1. *Beginning the Industry Specialization Journey*

Wednesday, June 28 at 12 pm CT (1pm ET)

2. *Industry Strategies that Accelerated Growth*

Wednesday, July 12 at 12 pm CT (1 pm ET)

