Category

Consulting

Industry-Specialist Consulting Practice Development Playbook

Building genuine industry depth that clients can tell apart from generalist consulting with an industry label attached

- Executive
- Intermediate
- Template Included

- Mithun A. Sridharan

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- 4 minute(s)

Overview

A framework for building a genuinely differentiated industry-specialist consulting practice — deep proprietary knowledge, industry-specific methodology, and credible relationships — rather than a generalist practice with industry branding applied superficially.

What's the difference between genuine industry specialization and

generalist consulting with an industry label? Genuine specialization shows up as proprietary industry knowledge (benchmarks, frameworks specific to the industry's actual dynamics) and credible relationships clients can verify — not just industry-labeled marketing materials applied to fundamentally generalist methodology.

How long does it take to build genuine industry specialist

credibility? Longer than most firms initially plan for — genuine depth typically requires multiple real engagements, accumulated proprietary knowledge, and reputation building that takes years, not a rebranding exercise that can happen quickly.

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Author

Mithun A. Sridharan Thought Leader

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