

Micro-Mastery
THE COMPANION WORKSHEETS

CHAPTER
01

The Micro-Category Mindset

Escaping the Generalist Trap



THE EXERCISE

The Yes Audit & The Ten-Person Test

*A competent firm gets considered. An authoritative firm gets chosen. Before you can build authority,
you must see how far the generalist trap has already pulled you in.*

ELENA T. RIVERA-CHEEK, MBA · C&A PUBLISHING · MMXXVI

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The Yes Audit

List the last ten clients, projects, or engagements your firm said yes to. For each one, ask one question: did this work reinforce your strongest area of expertise, or did you accept it for some other reason — revenue, convenience, an existing relationship, or the fear of saying no?

MARK EACH: CORE OR DRIFT

01	_____	<input type="checkbox"/> CORE	<input type="checkbox"/> DRIFT
02	_____	<input type="checkbox"/> CORE	<input type="checkbox"/> DRIFT
03	_____	<input type="checkbox"/> CORE	<input type="checkbox"/> DRIFT
04	_____	<input type="checkbox"/> CORE	<input type="checkbox"/> DRIFT
05	_____	<input type="checkbox"/> CORE	<input type="checkbox"/> DRIFT
06	_____	<input type="checkbox"/> CORE	<input type="checkbox"/> DRIFT
07	_____	<input type="checkbox"/> CORE	<input type="checkbox"/> DRIFT
08	_____	<input type="checkbox"/> CORE	<input type="checkbox"/> DRIFT
09	_____	<input type="checkbox"/> CORE	<input type="checkbox"/> DRIFT
10	_____	<input type="checkbox"/> CORE	<input type="checkbox"/> DRIFT

THE RATIO

Core total _____ Drift total _____

If more than half lands in Drift, the generalist trap is not theoretical. It is your current operating model.

The Ten-Person Test

Ask ten people in your network — clients, colleagues, referral partners — to answer a single question: what is this company (or am I) the best in the world at? Do not prompt them. Do not explain. Just listen. Record the answers verbatim.

VERBATIM ANSWERS

01	NAME _____	ANSWER _____
02	NAME _____	ANSWER _____
03	NAME _____	ANSWER _____
04	NAME _____	ANSWER _____
05	NAME _____	ANSWER _____
06	NAME _____	ANSWER _____
07	NAME _____	ANSWER _____
08	NAME _____	ANSWER _____
09	NAME _____	ANSWER _____
10	NAME _____	ANSWER _____

COMPARE THE TWO RESULTS

If the two pictures do not match the authority you want to build, you now have a clear starting point for the work ahead.