

FUNCTIONS AND INDUSTRIES

FUNCTIONS

- Academics & Teaching
- Administrative & Support
- Business & Strategy
- Consulting & Advising
- Creative & Design
- Customer Service
- Data Analytics & Data Science
- Editorial
- Education
- Engineering (Software, Mechanical, Electrical, etc.)
- Entrepreneurship & Innovation
- Finance & Accounting
- Fundraising & Development
- General Management
- Healthcare & Medical Practice
- HR & Recruiting
- IT
- Legal
- Marketing or Advertising
- Operations
- PR
- Product & Project Management
- Sales (Corporate, Retail)
- Science/R&D
- Social Media & Community

INDUSTRIES

- Advertising & Agencies
- Architecture & Design
- Arts & Music
- Client Services & Consulting
- Consumer
- Education (K-12, Higher Ed)
- Energy & Natural Resources
- Entertainment & Gaming
- Fashion & Beauty
- Finance
- Food & Beverage
- Government & Policy
- Healthcare
- Journalism
- Law
- Law Enforcement & Security
- Manufacturing & Industrials
- Media & Publishing
- Military
- Nonprofit and/or Social Good
- Pharma & Biotech
- Real Estate
- Social Media
- Staffing & Recruiting
- Tech
- Telecommunications
- Travel & Hospitality
- Transportation & Logistics

Now that you've circled the areas of interest, your next step is to **come up with seven F&Is** to put into your Muse Grid. Each of the seven can be a function or an industry—it's best to have a mix, but it's okay if the list isn't perfectly balanced. Obviously, you should pick the items that are most compelling or provoke the most curiosity. You may have to rely on your gut a little bit here, and that's okay. It's all part of the process.

Again, you should also feel free to add any F or I to our list, or to rephrase or narrow an F or I that's on there—say, to narrow “Nonprofit” to “Global health nonprofit”—especially if you know specifically what you want to research. This is supposed to be an exploratory phase, so in general we recommend not getting too narrow too fast! But it's your grid, so the most important thing is to set it up in a way that's most useful to you.

If you have more than seven options at this point, we suggest going back through your master list and eliminating the ones you're least excited about. You can keep these “B-listers” on the sidelines for now—if you find yourself wishing you hadn't crossed one of them off, you can always bring it back later.

1. _____

5. _____

2. _____

6. _____

3. _____

7. _____

4. _____