Risk Taking

-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

Status Quo

Question: What is the best and worst that might happen?

+5 = Paradigm-breaking improvement, industry leader
+4 = Dramatic improvement
+3 = Strong benefits
+2 = Minor benefits, localised
+1 = Very minor improvement, barely noticed

-1 = Very minor setback, barely noticed
-2 = Minor setback, locally
-3 = Public setback, requires damage control
-4 = Major defeat, financial damages
-5 = Devastating losses

Adapted A Weiss

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