

Marketers need to take a **nuanced** approach to risk taking »»



Some take big reckless risks on behalf of their business.

Conversely some others get trapped in a ‘doom loop’ of **perpetual analysis** »»



But - while **people** may have an inherent bias towards or away from risk, it is the **situation** that should decide what level of risk is right »



This is a sentiment captured in one of Amazon’s leadership principles…

Bias for Action. Speed matters in business. Many decisions and actions are reversible and do not need extensive study. We value calculated risk taking »»



Knowing when to ‘JFDI’ -vs- tread cautiously is a key skill that helps marketers know how to drive strategy into action »»



It is useful to get your team to reframe discussions about risk: away from people, towards **situations** »»



Talking about initiatives as calculated “**bets**” encourages people to think about potential upsides and downsides, and favour options with **better odds** »»



Ask people to consider a range of potential outcomes from a course of action. Debating the **“most likely outcome”** provokes more grown-up discussion than taking entrenched conviction-based positions »



In addition to agreeing the **most likely** outcome, debate reasonable extremes (**pessimistic + optimistic**) to uncover potential risks & mitigations »



I help executives in marketing & their teams to discern & execute on a smaller number of meaningful things

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