

## High Chance

### Sure Bet

No regret option, positive in every scenario

### Safe Bet

Secure option, positive in most scenarios

### Solid Bet

Attractive option, positive in many scenarios

### Side Bet

Speculative option, positive in some scenarios

### Slim Bet

Long shot option, positive in few scenarios

## Low Chance

### Financial Benefits

Attaining adequate monetary result

### Engagement Benefits

Getting stakeholder buy-in

### Learning Benefits

Speeding up unfolding insight

### Positioning Benefits

Building superior position

## Risk-Taking Drivers

Achieving Attractive Benefits

Keep your options open

Take calculated risks

## Risk-Taking Dangers

Avoiding Rigid Commitments

### Resource Commitment

Locking in scarce means

### Political Commitment

Investing relational capital

### Cognitive Commitment

Fixing on one understanding

### Emotional Commitment

Becoming attached affectively