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# Take the Right Kinds of Risks

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Checklist of items to consider and questions to ask to accompany  
Episode 100 of the Disrupt Yourself Podcast

□ If you are looking at an opportunity where you can think you can compete and win, how can you employ market risk to increase your shot at winning, like Alison Levine, Bill Belichick and Steph Curry?

□ If you are about to take a new job, and want to assess competitive risk around that job, ask the following questions: The job that you are hiring me to do---who is doing that job now? Presumably they are hiring because there is a pain point. How are they making the pain go away today? How is the current “painkilling person” going to feel? Do they want it to be their job? If they do, here’s where market risk comes into play. How might the role be restructured to do a job that someone isn’t already doing?

□ Another important question to ask yourself is---provided that this is a match I can win, is it something I even want? (Or do you just want to win?)

□ Whenever and wherever possible look for market risk. To play where others haven't thought of playing, like Craig Hatkoff and Sarah Feingold, or where people don't want to play, like Bill Belichick. George Bernard Shaw said "I don't wait for the right opportunity, I create it."

□ Break up your market risk ideas into small, ridiculously small, pieces. Going back to the Sarah Feingold example. If you start with—Sarah booked a flight to NY to meet with the CEO. It feels overwhelming, and a lot like competitive risk. But she didn't start there. She started by doing what she likes to do. Making jewelry selling it on Etsy. Observing what Etsy could do better. Writing an e-mail. Small, ridiculously small pieces. I like to think of this as speed-dating a dream. It might seem big or far-fetched, but when you break it into small pieces, it becomes a thing you can do.