
Take the Right Kinds of Risks

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?

