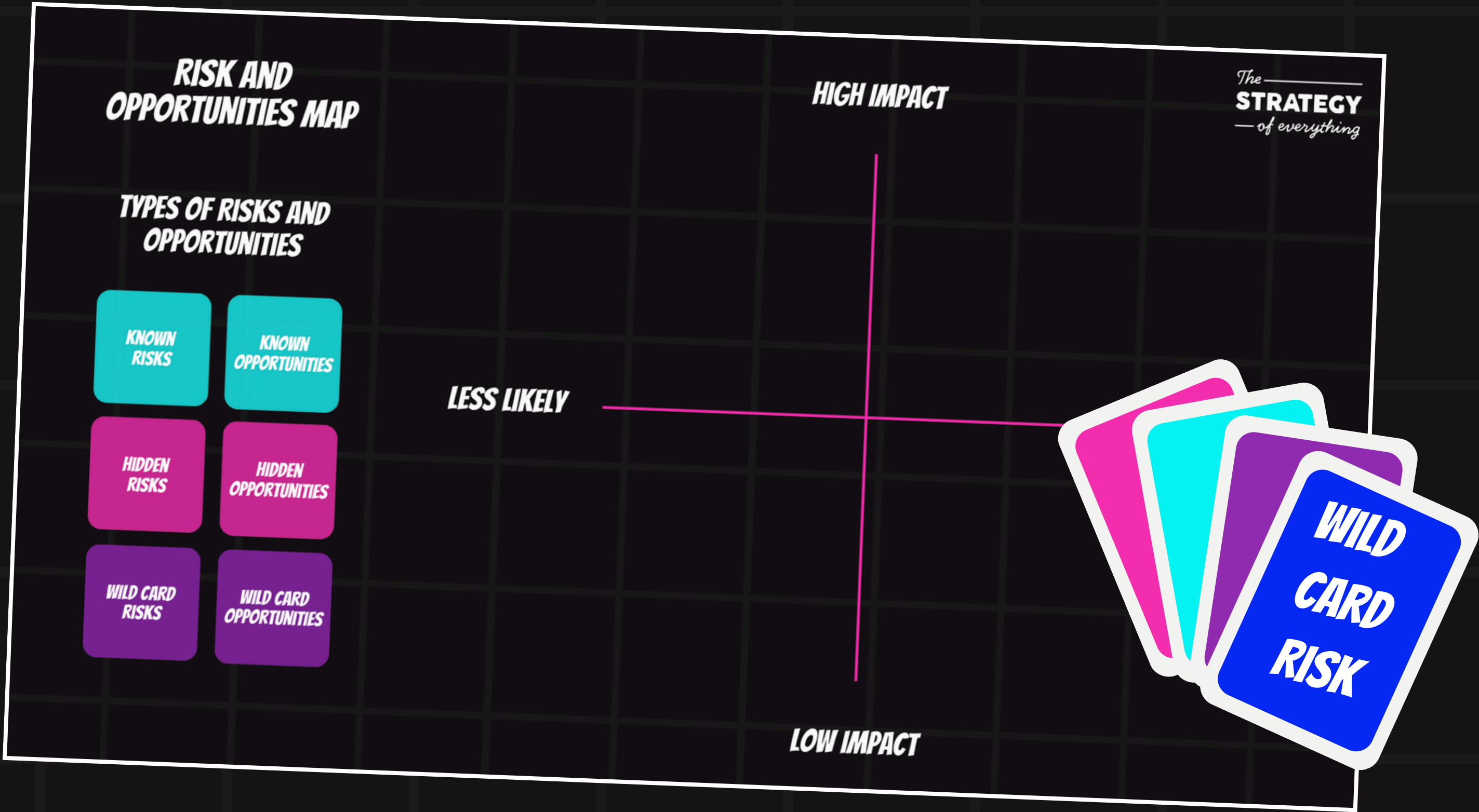


THE RISKS & OPPORTUNITIES MAP



THE RISKS & OPPORTUNITIES MAP

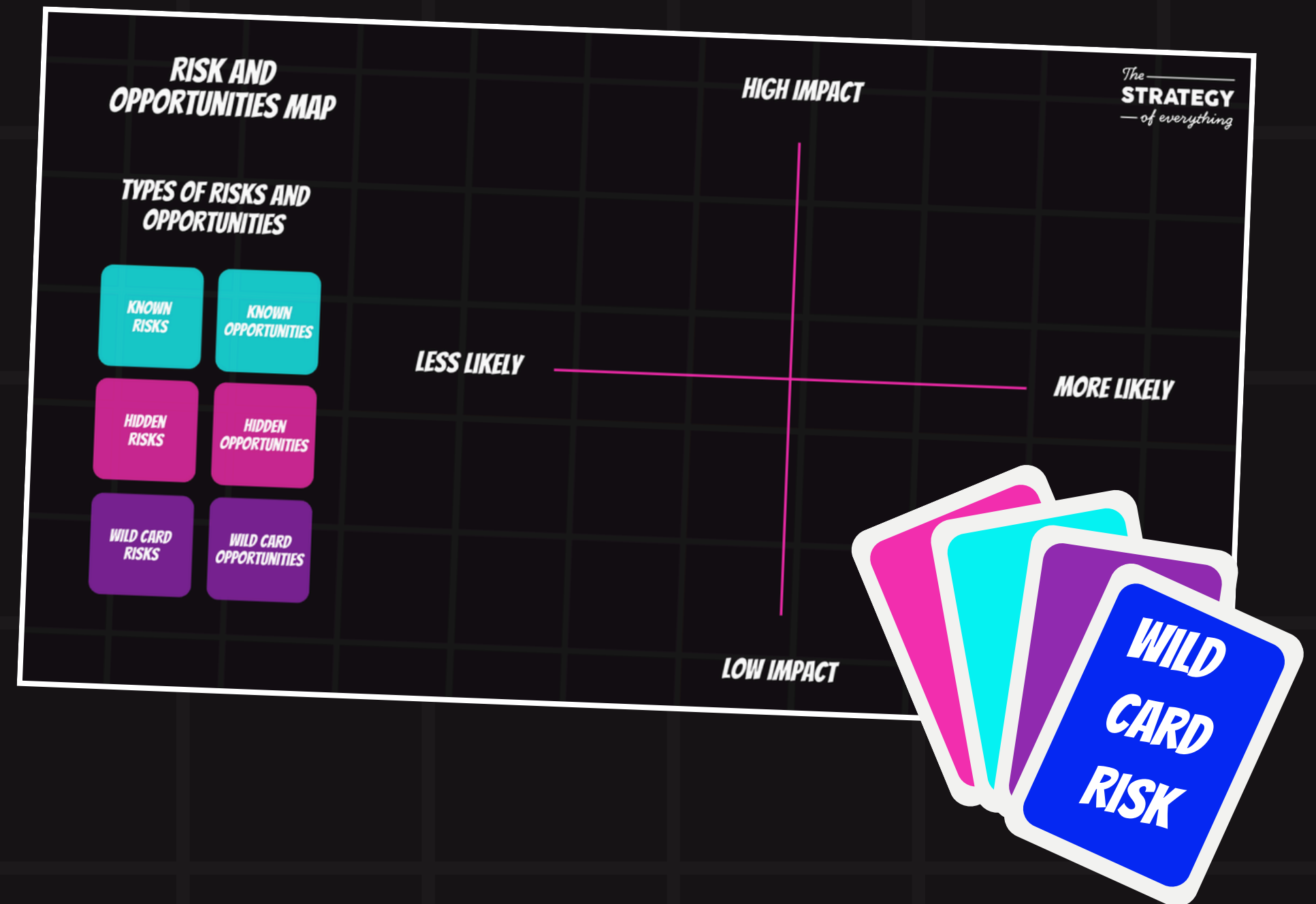
The **STRATEGY**
— of everything



Identifying Risk & Opportunities

The **Risks & Opportunities Map** is a tool to help you identify which potential risks and opportunities could have the biggest impact on your journey. This helps you decide where to put your effort and resources.

Using the **Risk & Opportunity Cards**, you will go deeper than the surface level. Uncover Unseen risks and Wild Card opportunities, expanding your perspective.



STEP-BY-STEP

The _____
STRATEGY
— of everything

Step 1: Identify the Risks

Think about your project, company or mission and consider all of the constraints you are under.

Use color-coded stickies or labels for:

- **Known Risks** — You're already aware of them
- **Hidden Risks** — Haven't been discussed openly
- **Wildcard Risks** — Unexpected, low visibility, high impact

Step 2: Identify the Opportunities

Then use color-coded stickies or labels for:

- **Known Opportunities** — Clear, visible chances to grow or win
- **Hidden Opportunities** — Untapped assets or strengths people haven't noticed
- **Wildcard Opportunities** — Unpredictable but potentially game-changing

Step 3: Prioritize & Plot

Use a 2x2 grid to plot your risks and opportunities:

- X-axis: Likelihood to happen (What are the odds?)
- Y-axis: Impact on the mission (How BIG could this be?)

Now that you can visualize your risks and opportunities you can priorities which ones you want to attack, and which ones you might want to ignore for now.

TYPES OF RISKS & OPPORTUNITIES

The **STRATEGY**
— of everything

Known Risks

Obvious threats, blockers, or liabilities already on your radar.

Examples: Tight timelines, regulatory approval, team capacity

Hidden Risks

Things people assume will be fine—but might not be.

Examples: Unspoken conflict, fragile dependencies, ignored data

Wildcard Risks

Low probability, but if they hit—they hit hard.

Examples: Sudden market shifts, critical person leaves, PR crises

Known Opportunities

Clear, visible chances to grow or win.

Examples: Strong customer demand, proven marketing channel, ready-to-go partnerships

Hidden Opportunities

Untapped assets or strengths people haven't noticed.

Examples: Underused employee talent, forgotten success stories, idle product features

Wildcard Opportunities

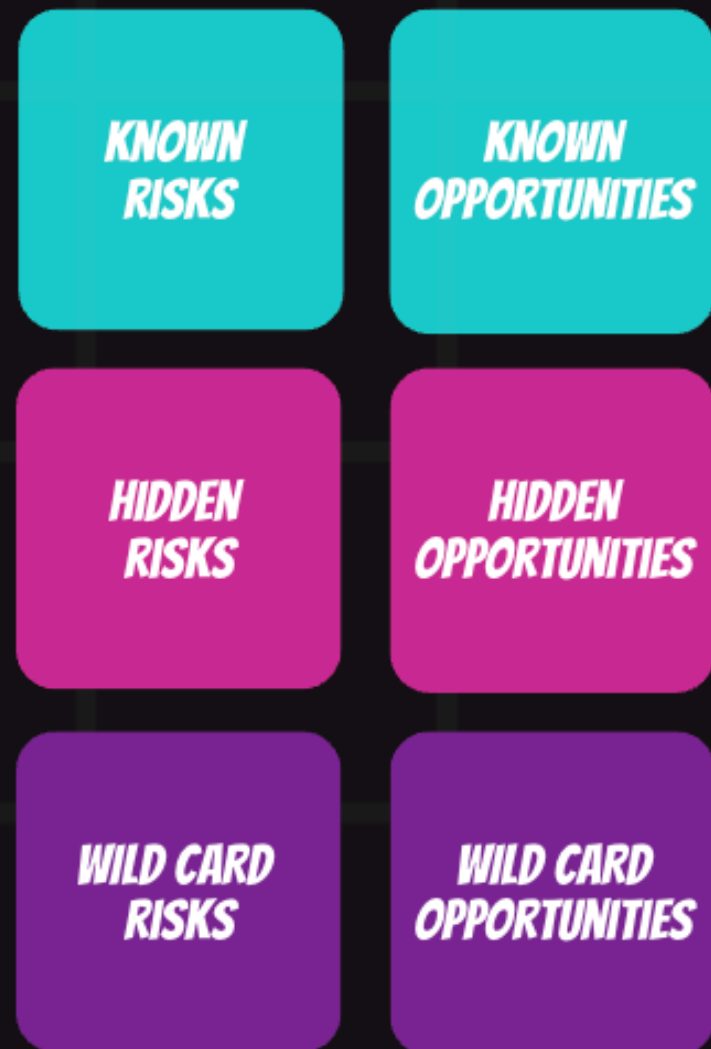
Unpredictable but potentially game-changing.

Examples: Sudden trend shift in your favor, competitor stumble, unexpected influencer shout-out

RISK AND OPPORTUNITIES MAP

The **STRATEGY**
— of everything

TYPES OF RISKS AND OPPORTUNITIES



LESS LIKELY

MORE LIKELY

HIGH IMPACT

LOW IMPACT

DON'T JUST REACT TO RISK. REDESIGN AROUND IT.

Let's map your risks and surface your biggest wins.

This tool helps you move from fear-based planning to clarity-driven strategy.

We run hands-on workshops that bring your risks and opportunities to light—so your team can act with confidence.

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