



Positive Risk

IntelligentRisking Strategies

Strategy II. Plan Your Route

*“Risk is the
perceived
difference
between
what you think
you need and
what you think
you have.”*

IntelligentRisking Framework

Who? _____

What? _____

When? _____

Where? _____

Why? _____

How? _____



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Strategy III. Build Your Courage

The Courage Ratio

*“We have
seen the
enemy
and he
is us.”*

Pogo

Courage Touchstone



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Strategy IV. Climb Strong!

The Crux Move

*“You face a
Crux Move
any time you
seriously
consider
giving up.”*

I Commit...

Barbara Stoker is a nationally recognized consultant, speaker and coach on leadership and intelligent risk taking. She is also the best-selling author of *IntelligentRisking for Women*, *Positive Risk* and *A Woman with a Minute....* She developed her expertise in leadership, business and product development as a former executive for Walt Disney, Hallmark Cards, Mattel Toys and Coors.