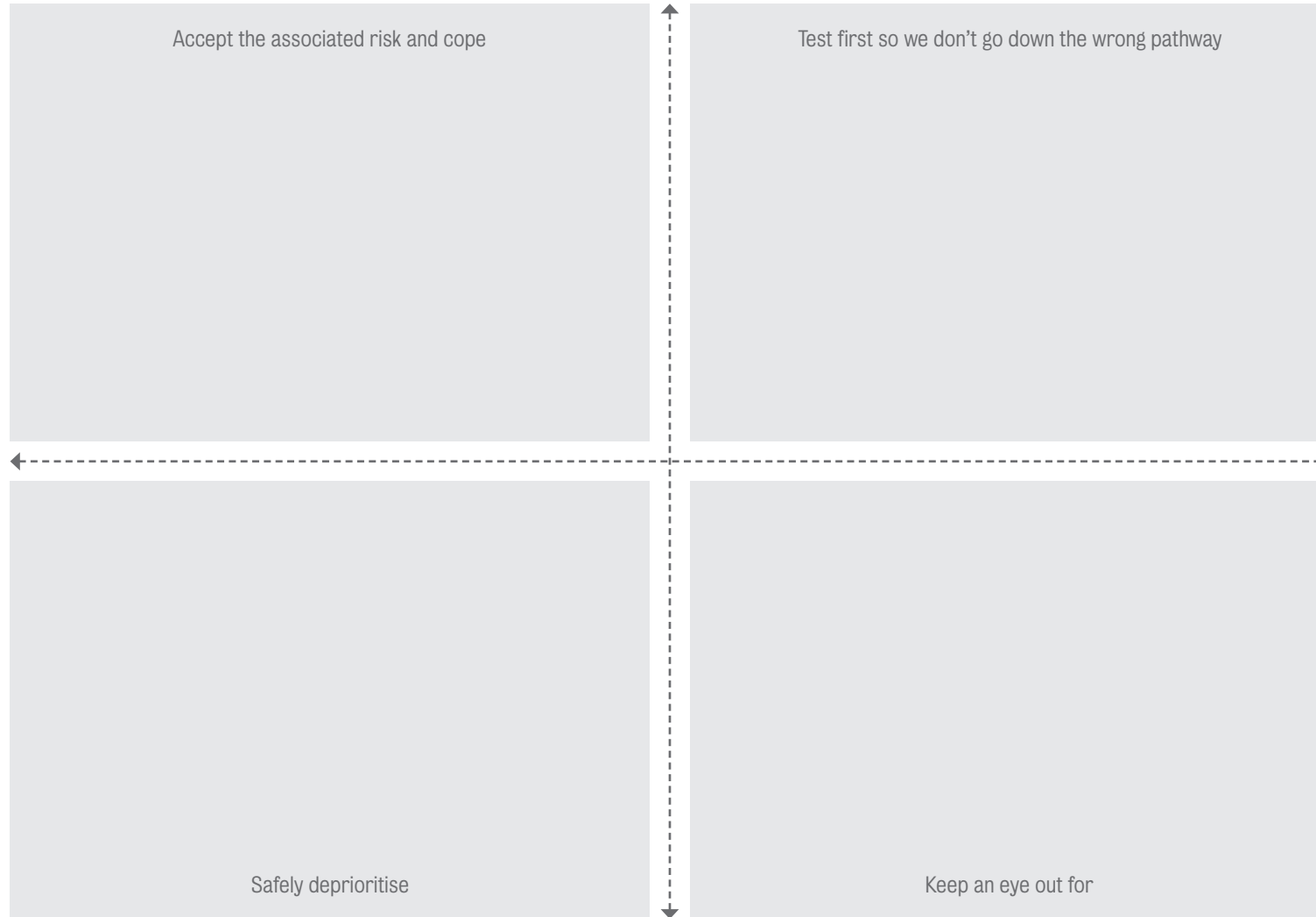


PRIORITISE ASSUMPTIONS

Understand how to address risks to your strategy, model or solution by identifying and prioritising assumptions.

HIGH-RISK

These are the assumptions that will have the biggest impact if they fail.



CERTAIN

These are the assumptions you are most confident about because you may have previous data or learnings.

UNCERTAIN

These are the assumptions you are least confident about.

LOW-RISK

These are the assumptions that will have the biggest impact if they fail.