

IDENTIFY RISKY 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.

Accept the associated risk and cope

Test first so we don't go down the wrong pathway

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.

Safely deprioritise

Keep an eye out for

LOW-RISK

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