

ENVOY

Leaning into Risk

Stinson Mundy, Director

“You miss 100% of the
shots you don’t take.”

Michael Jordan

Leaning Into Risk

1. What is risk?
2. What motivates you?
3. Guardrails
4. Blind Spots
5. Leaning into Risk

Join at
slido.com
#VBACFO



Question 1: What types of risks are you currently evaluating (personal or business)?

Defining Risk

Definitions

Risk

The possibility of loss or injury.

Definitions

Risk

The possibility of loss or injury.

Possibility

The condition or fact of being possible.

Definitions

Risk

The possibility of loss or injury.

Possibility

The condition or fact of being possible.

Possible

Something that may or *may not* occur.

Question 2: Flip a coin – heads I give you \$10;
tails you give me \$10.
Do you play?

Question 3: Flip a coin – heads I give you \$1000;
tails you give me \$1000.
Do you play?

Definitions

Risk

The possibility of loss or injury.

Possibility

The condition or fact of being possible

Possible

Something that may or *may not* occur

Loss Aversion

The tendency to prefer avoiding losses to acquiring equivalent gains.

What Motivates You?

Survival Motivation

Identity Motivation

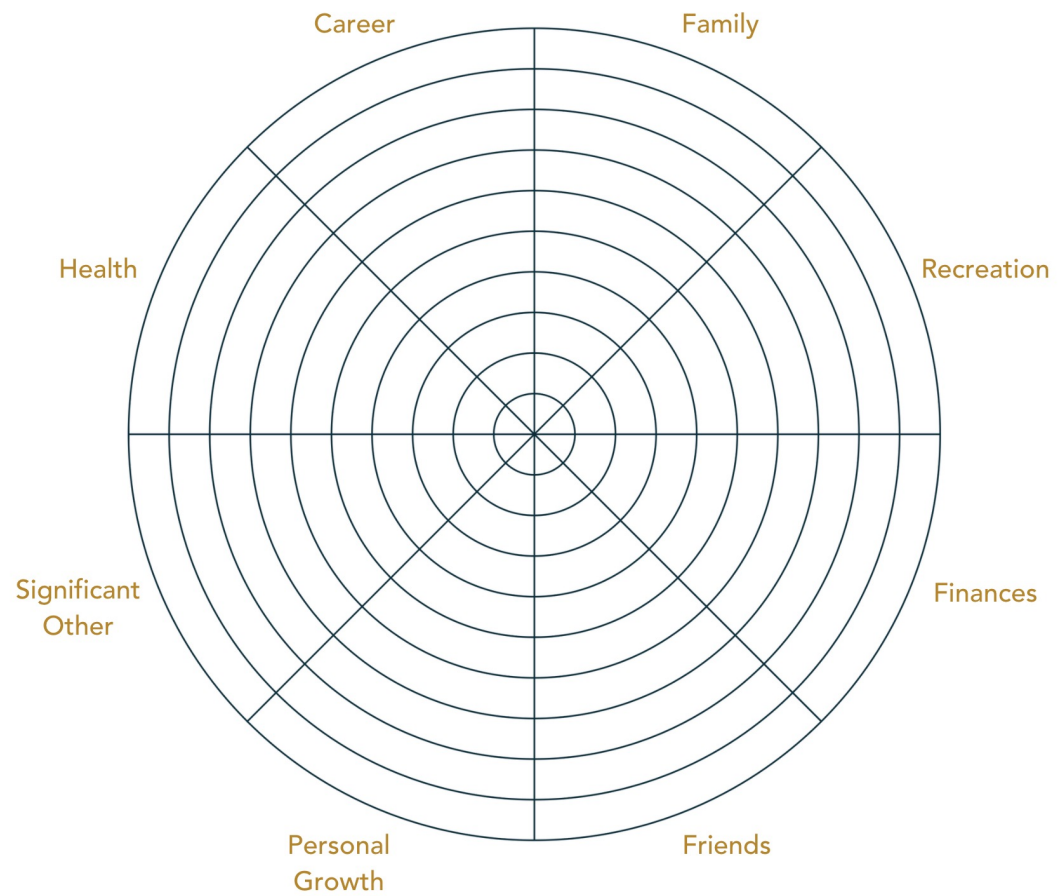
Driving Motive

Identify what is driving you.

- Basics
- Family
- Personal
- Education & Experience
- Political
- Personality
- Press
- Interests & Hobbies



Life Satisfaction Wheel



CATEGORY	OKAY	GOOD	GREAT	NEXT STEPS
INCOME				
FAMILY TIME				
VACATION				
EXERCISE				
SLEEP				

CATEGORY	OKAY	GOOD	GREAT	NEXT STEPS
INCOME	80k	150k	250k	
FAMILY TIME	Family Dinners	Attending kids activities	Weekend Trips: Vacations	
VACATION	Partially unplugged	Totally unplugged long weekend	Totally unplugged week	
EXERCISE	2x per week	3x per week	5x per week	
SLEEP	6.5 hours	7 hours	8 hours	

CATEGORY	OKAY	GOOD	GREAT	NEXT STEPS
INCOME	80k	150k	250k	
FAMILY TIME	Family Dinners	Attending kids activities	Weekend Trips: Vacations	
VACATION	Partially unplugged	Totally unplugged long weekend	Totally unplugged week	
EXERCISE	2x per week	3x per week	5x per week	
SLEEP	6.5 hours	7 hours	8 hours	

CATEGORY	OKAY	GOOD	GREAT	NEXT STEPS
INCOME	80k	150k	250k	Schedule talk with CEO
FAMILY TIME	Family Dinners	Attending kids activities	Weekend Trips: Vacations	Block activities on schedule
VACATION	Partially unplugged	Totally unplugged long weekend	Totally unplugged week	Practice unplugging at night
EXERCISE	2x per week	3x per week	5x per week	Join fitness club
SLEEP	6.5 hours	7 hours	8 hours	Screen-free bedtime

Identifying Your Guardrails

What do you value?

Ask yourself

Ask yourself

What do you value?

What is most important to
you?

Ask yourself

What do you value?

What is most important to you?

What would you risk everything for to keep?

Ask yourself

What do you value?

What is most important to you?

What would you risk everything for to keep?

What would you risk everything for to avoid?

Risk Tolerance



Low



High

Blind Spots

You don't know
what you don't know

Personal Blind Spots

Same routine

Personal Blind Spots

Personal Blind Spots

Same routine

Closed social circle

Personal Blind Spots

Same routine

Closed social circle

Reinforcing beliefs through news source, books, podcasts, etc.

Personal Blind Spots

Same routine

Closed social circle

Reinforcing beliefs through news source, books, podcasts, etc.

Feedback loop

Business Blind Spots

Team looks the same

Business Blind Spots

Business Blind Spots

Team looks the same

Similar backgrounds

Business Blind Spots

Team looks the same

Similar backgrounds

Similar education/schools

Business Blind Spots

Team looks the same

Similar backgrounds

Similar education/schools

Overlapping social circles

Business Blind Spots

Team looks the same

Similar backgrounds

Similar education/schools

Overlapping social circles

Dissent / Disagreement not tolerated

Leaning Into Risk

What Problem Are You Trying to Solve?

What Outcome Do You Want?

What Can You Control?

How Can You Mitigate Fears?

The Scenario:

Your CEO is excited about new AI based software to assist with due diligence in commercial transactions

What Problem Are You
Trying to Solve?

What Outcome
Do You Want?

What can you “control”?

Control what you can control;
influence the variables.

Can "Control"	Can't "Control"

Can "Control"	Can't "Control"
<ul style="list-style-type: none">• Your actions and reactions• Your emotions• What you do each day• How you treat employees and customers• Your schedule• How you engage with situations	<ul style="list-style-type: none">• Actions and reactions of others• Your employees• Whether someone completes tasks• Your customers• The market• Political events• World events• Nature

Question 4: What can you control?

Can "Control"	Can't "Control"
<ul style="list-style-type: none">• The time / resources you devote to this project• Facing your own biases / preconceptions• Confirming the goals for the project / outcomes desired• How you address the problem• The process you use to identify potential solutions	

Question 5: What can't you control
(a.k.a. your fears)?

Can "Control"	Can't "Control" / Fears
<ul style="list-style-type: none">• The time / resources you devote to this project• Facing your own biases / preconceptions• Confirming the goals for the project / outcomes desired• How you address the problem• The process you use to identify potential solutions	<ul style="list-style-type: none">• How long the process will take• Whether the desired outcome will be reached• Reaction of stakeholders• Final investment in project• The effort put into the project by others• Stakeholder adoption

How Can You
Mitigate Fears?

Can "Control"	Can't "Control" / Fears
<ul style="list-style-type: none">• The time / resources you devote to this project• Facing your own biases / preconceptions• Confirming the goals for the project / outcomes desired• How you address the problem• The process you use to identify potential solutions <p><i>You control</i></p>	<ul style="list-style-type: none">• How long the process will take• Whether the desired outcome will be reached• Reaction of stakeholders• Final investment in project• The effort put into the project by others• Stakeholder adoption <p><i>Traditional Analysis / Influence / Strategy</i></p>

Lean in

Questions?

ENVOY

Contact: stinson@envoyportfolio.com

Tools: www.envoyportfolio.com/VBACFO

Leaning into Risk © The Envoy Portfolio LLC