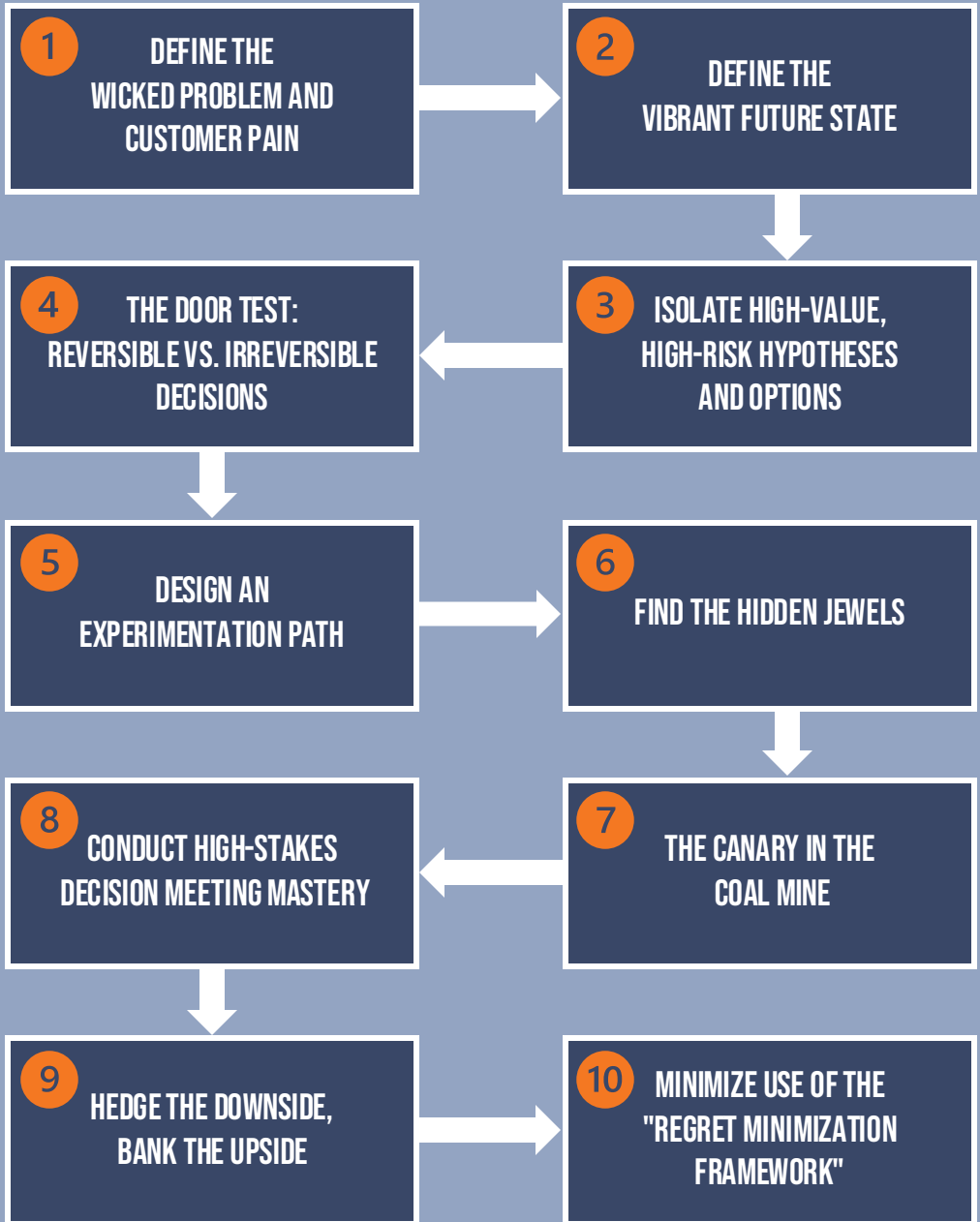


# BIG BETS SYSTEM™

## HIGH-STAKES DECISION FRAMEWORK



Mastering Big Bets is not about eliminating risk—it's about transforming how you engage with uncertainty to create competitive advantage and asymmetric returns. The most successful leaders understand that in a world of accelerating change, the greatest risk is not taking any risks at all. They've learned to see high-stakes decisions not as terrifying leaps into the unknown, but as disciplined investments in their organization's future.



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