FAMET

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Guidelines and tips

How to avoid failure and how to handle risks effectively

1. Business plan

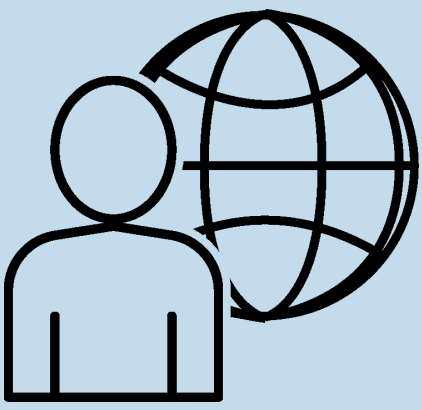
When creating your business plan, think about who you want to create your service or product for, try to "step into the shoes" of your customer and consider what will matter to them when they make a purchase.

2. Invest in risk management

'If you don't invest in risk management, it doesn't matter what business you're in, it's a risky business.' – Gary Cohn

3.

'Managing risk is very different from managing strategy. Risk management focuses on the negative-threats and failures rather than opportunities and successes.' - Robert S. Kaplan



4.

'Test fast, fail fast, adjust fast' - Tom Peters