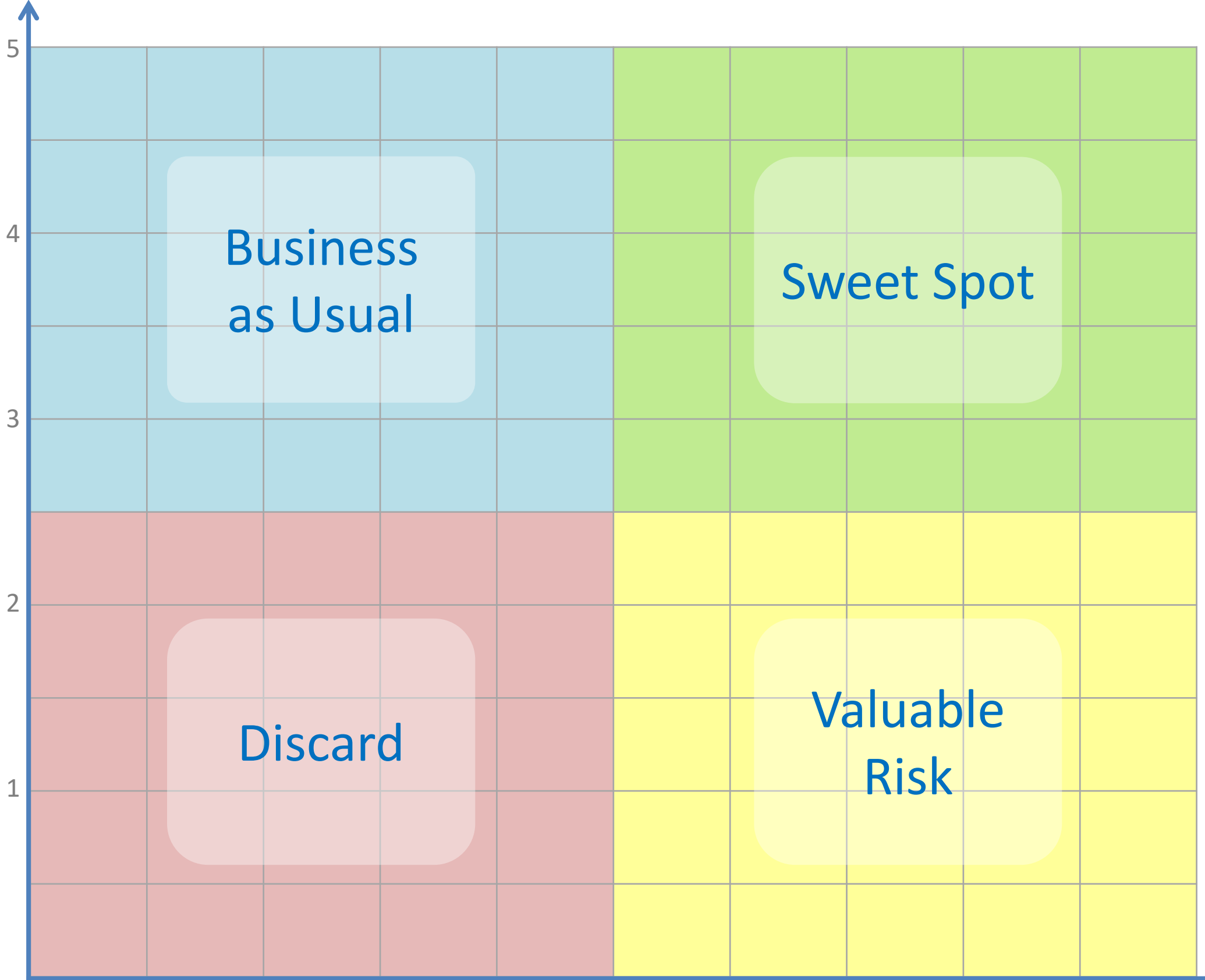



Confidence



Chosen Idea



Your sticky note here

- Subtitle
- **Sweet Spot:** The best area for an idea, as it creates high value with lower risk. Less common in traditional corporate environments.
 - **Valuable Risk:** Area of high value and risk ideas. Common in disruptive ideas and startup environments.
 - **Business as Usual:** Area of limited value ideas with low risk. May include "quick win" and "sure win" ideas, which can be chosen based on the organization's strategy.
 - **Discard:** Area of low value and high risk. Ideas in this area should be discarded due to lack of relevant benefits and lower chance of success.

Relevance