

Prosper. Unlocking postdoc
career potential



Commercial Awareness. Toolkit.

Dr Sabina Strachan
Director, how2glu Ltd.

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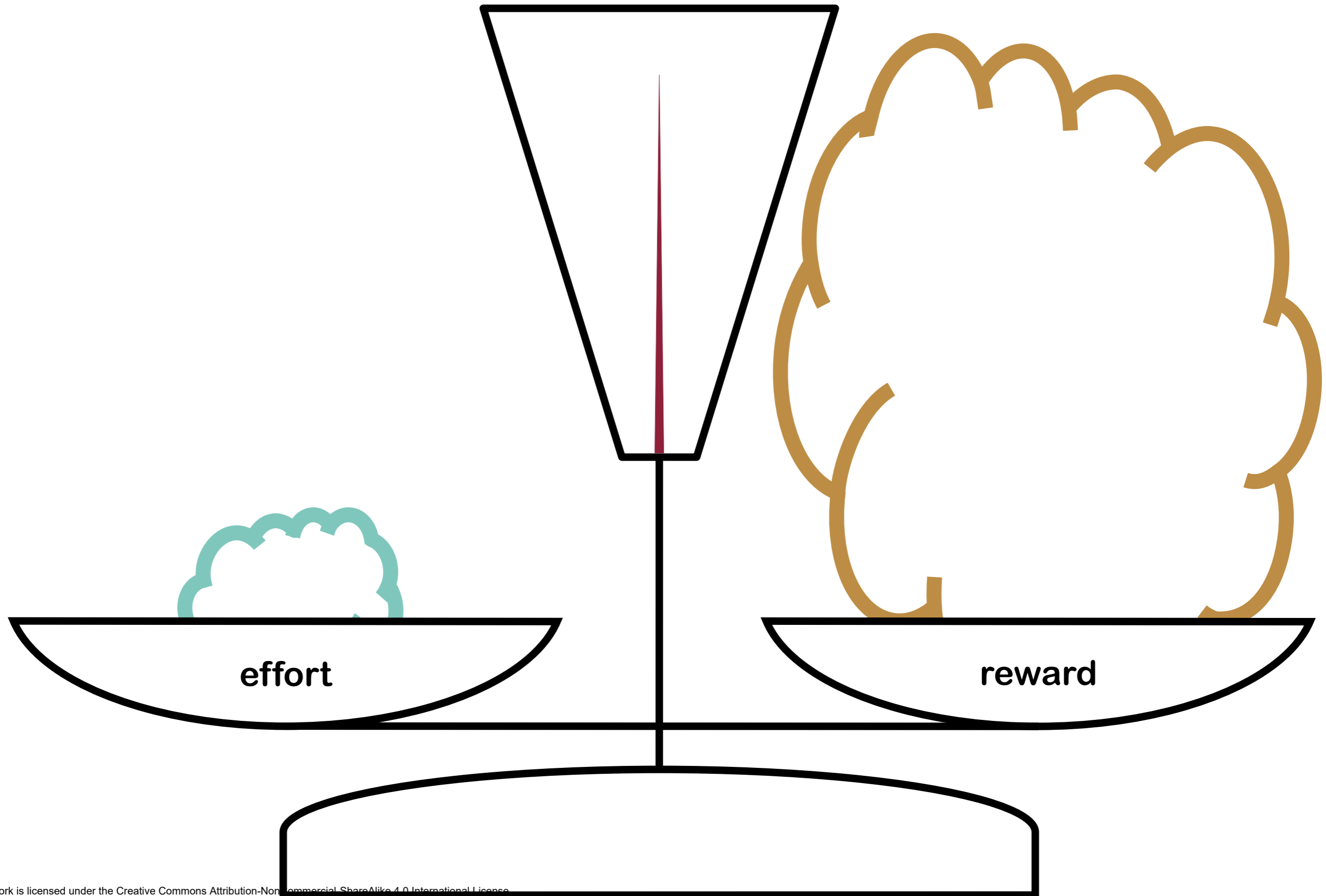


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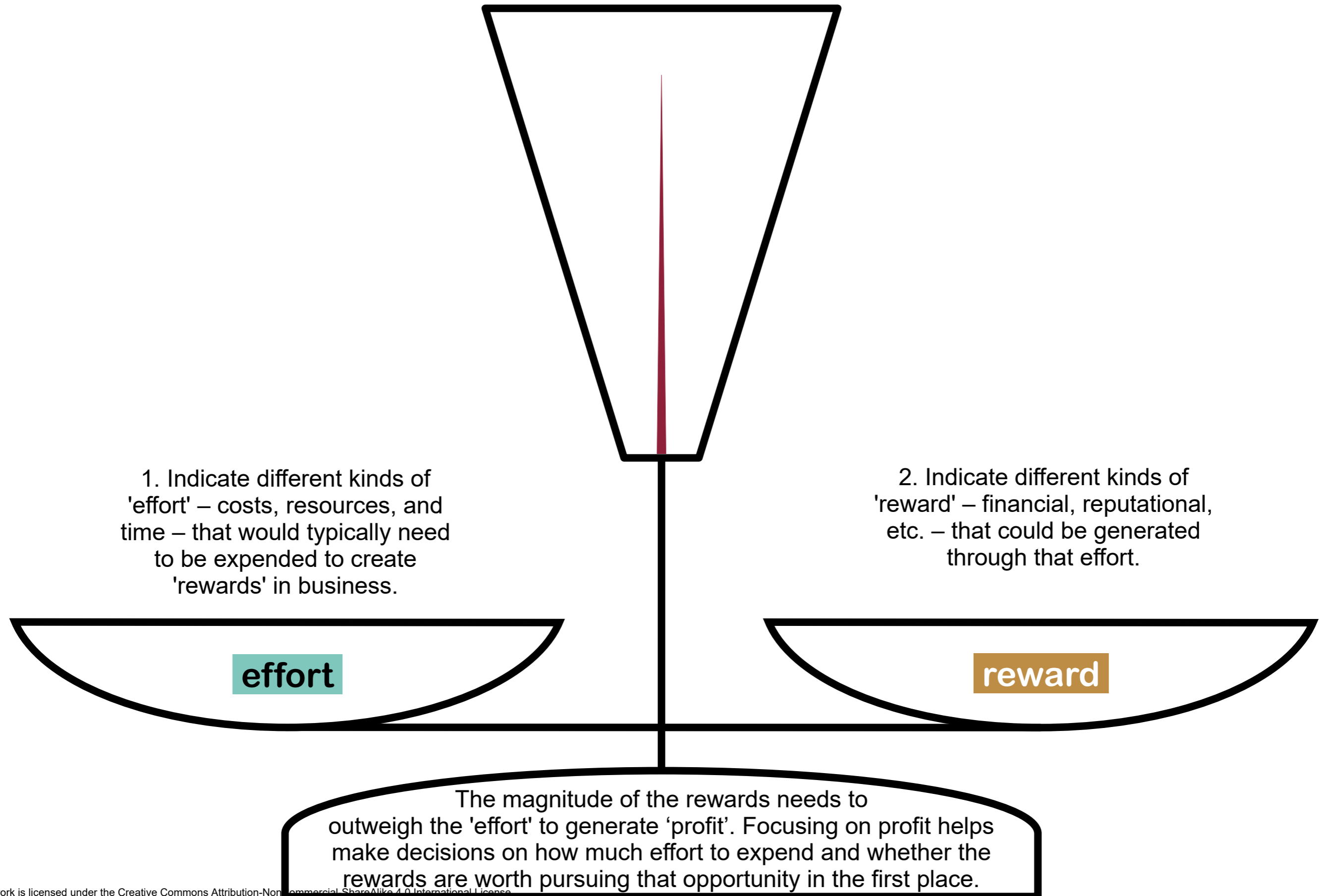


effort:reward guide

glu card™

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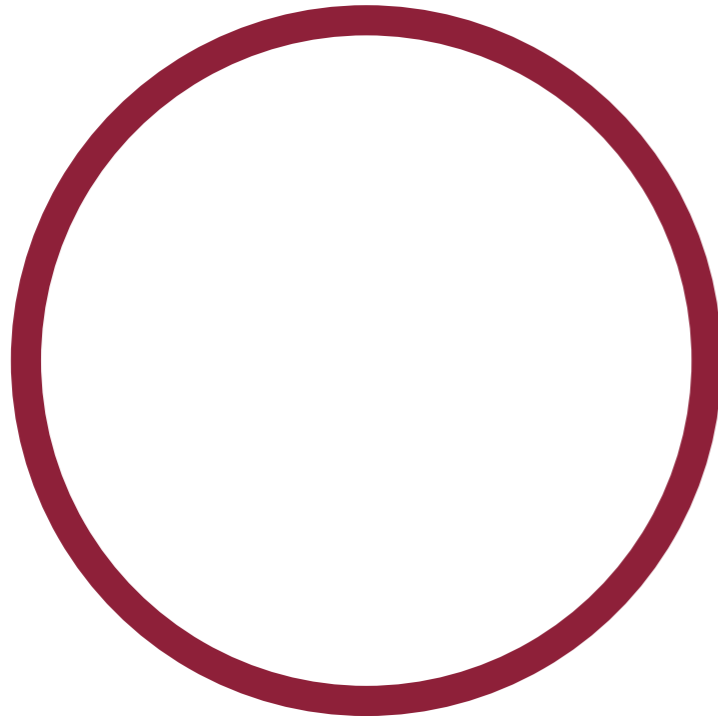


 **opportunity
chart** www.how2glu.com
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profitability



core business



CORE

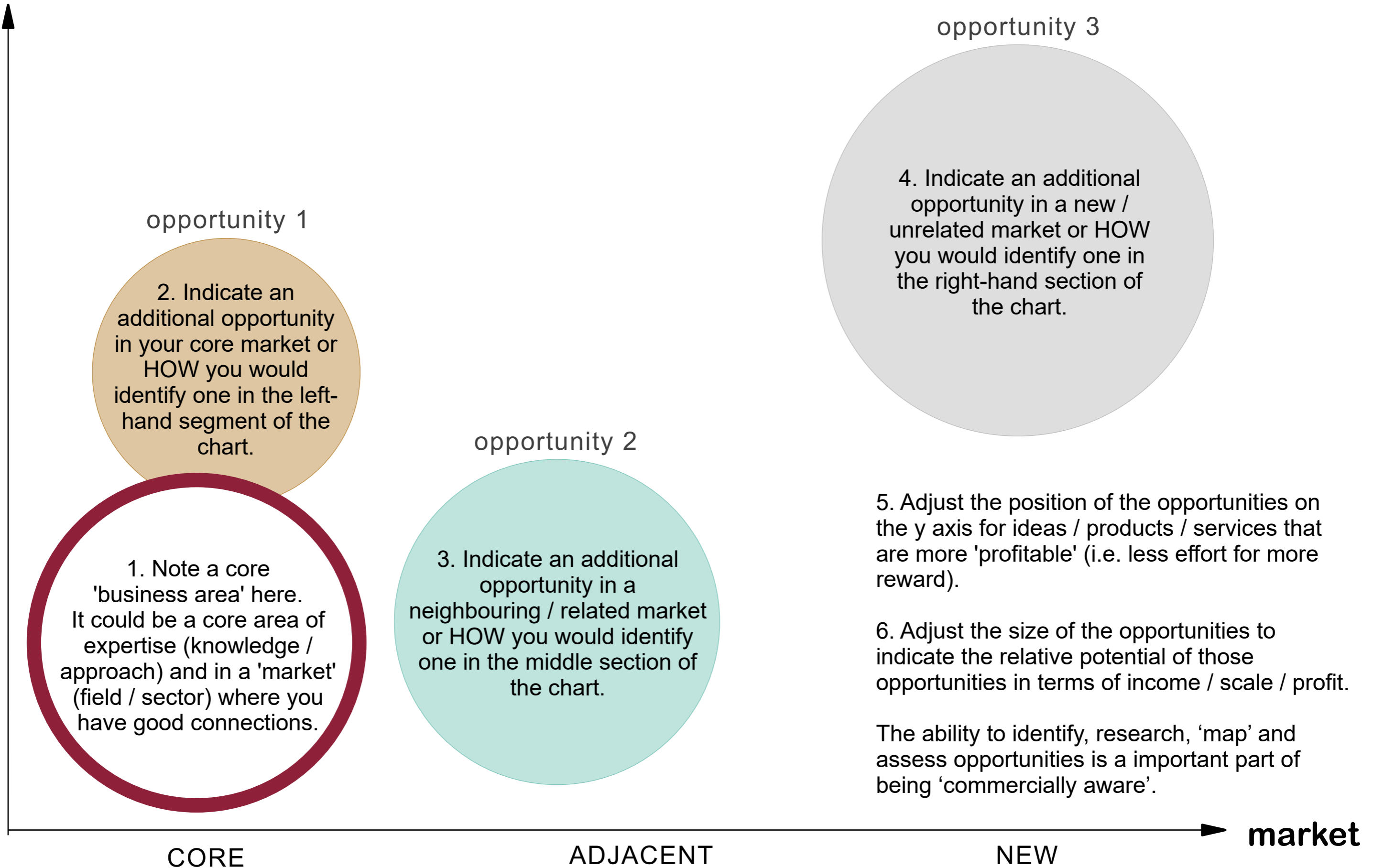
ADJACENT

NEW



market

profitability



assessment

Risk:

Likelihood:



Impact:

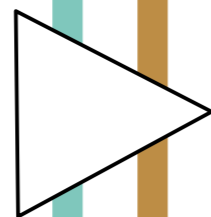


Controls:

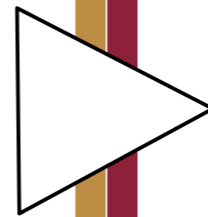
Managed Impact:



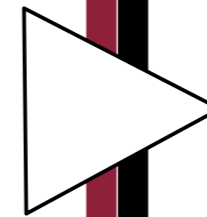
Proposed Action(s):



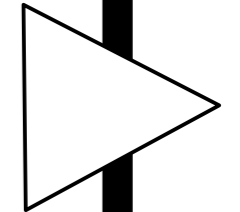
step 1



step 2



step 3



assessment

Risk: 1. Choose a risk. Something you are thinking about just now, e.g. around a career choice...

Likelihood:

2. How likely is that risk? Choose low, medium or high.

Impact:

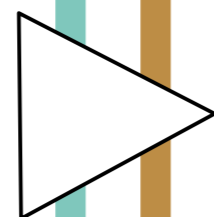
3. What impact would that risk have if it were to happen? Choose low, medium or high.

Controls:
4. What control could you put in place now to minimise the likelihood of the risk occurring? What could you do to minimise its impact if it happened?

Managed Impact:

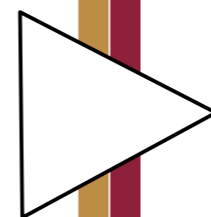
5. What is the impact of the risk now? Choose low, medium or high.

Proposed Action(s):
6. If there are actions to mitigate further impact, note these.

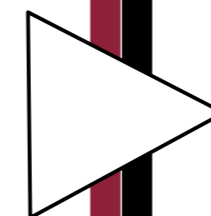


7. What are 1-3 steps you could take in the near future that will help you take the risk?

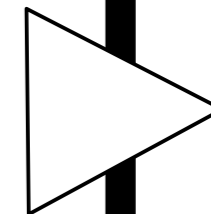
step 1



step 2



step 3



Taking calculated risks is essential for accessing opportunities and to innovate. Risk assessment is part of commercial awareness. Breaking down the action needed to take a risk into intermediate steps can help de-risk it sufficiently to move forward and take the risk.



Thank you. Get in touch:

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