

Taking Smart Risks

author: Doug Sundheim

2026-06

Synopsis

author	Doug Sundheim
readBy	Erik Synnestvedt
inLanguage	english

In today's market, playing it safe is not an option. The business world is in flux, and you have to think and act quickly in order to stay competitive. But the last thing you want to do is make reckless business decisions. You have to find the middle ground. You have to take SMART RISKS.

In this groundbreaking book, leadership expert Doug Sundheim explains how to find that precise point between comfort and danger for generating the sustained ability to work at the highest level of performance.

Taking Smart Risks reveals the secrets to discovering, planning for, and acting upon the kind of risks that will move your company forward and ahead of the competition. Learn how to:

- Find Something Worth Fighting For - What do you care enough about to risk time, energy, and money to try to make happen? Determining this is half the battle.
- See the Future Now - Clarify your big idea in terms of real objectives, plans, and intended results.
- Act Fast, Learn Fast - Make your move quickly, but be sure you don't squander valuable resources in the process.
- Communicate Powerfully - Assume communication will break down at points, plan accordingly - and don't shy away from the tough conversations.
- Create a Smart Risk Culture - Build teams that share the same mindsets and values about expected smart risk behavior.

Applying Sundheim's advice will help you let go of old assumptions, explore new possibilities, move your organization out of its comfort zone, and experience long-term success.

When you take smart risks, you will create. You will innovate. You will grow. And you will WIN.

Reader's comments

comment 1:

â€"â€" ()