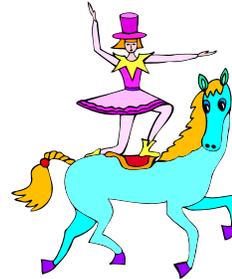


# How Do Entrepreneurs View Risk?



When you think of risk, do you conjure up thoughts of gambling, chance, or a blind leap into an unknown situation? These are types of risk, but to the entrepreneur, risk is just another factor to consider in the decision-making process.



If you were to interview entrepreneurs, they would probably say that they did not take a risk when they started their business. They might even tell you that it would have been more of a risk in terms of “lost opportunity” if they had not launched their small business enterprise.

**True entrepreneurs approach risk not with the idea that “what can go wrong will go wrong,” but with an “I-can-make-it-work-in-my-favor” attitude.** They gather information and, based on the facts, make what they feel is a low-risk decision.

Because they view the benefits to be gained from taking a risk and not just the negatives that *might* result, they are able to take advantage of countless opportunities.

Risk is different to each person, but generally it means the fear of failure, sticking your neck out, taking a chance, not being sure of yourself. Risk isn't risk when you have the confidence in your ability to do something, and experience builds confidence. List some situations that you once viewed as risky but no longer see that way. Explain why each situation is no longer risky and be prepared to discuss your reasons with the class. Examples may include the following:

- The first day of school
- Trying out for a club or team
- Applying for your first job
- Asking someone for a date
- Speaking in class or in a group
- Water skiing the first time
- Asking someone if they like you

	Situation	Explanation
1.		
2.		
3.		