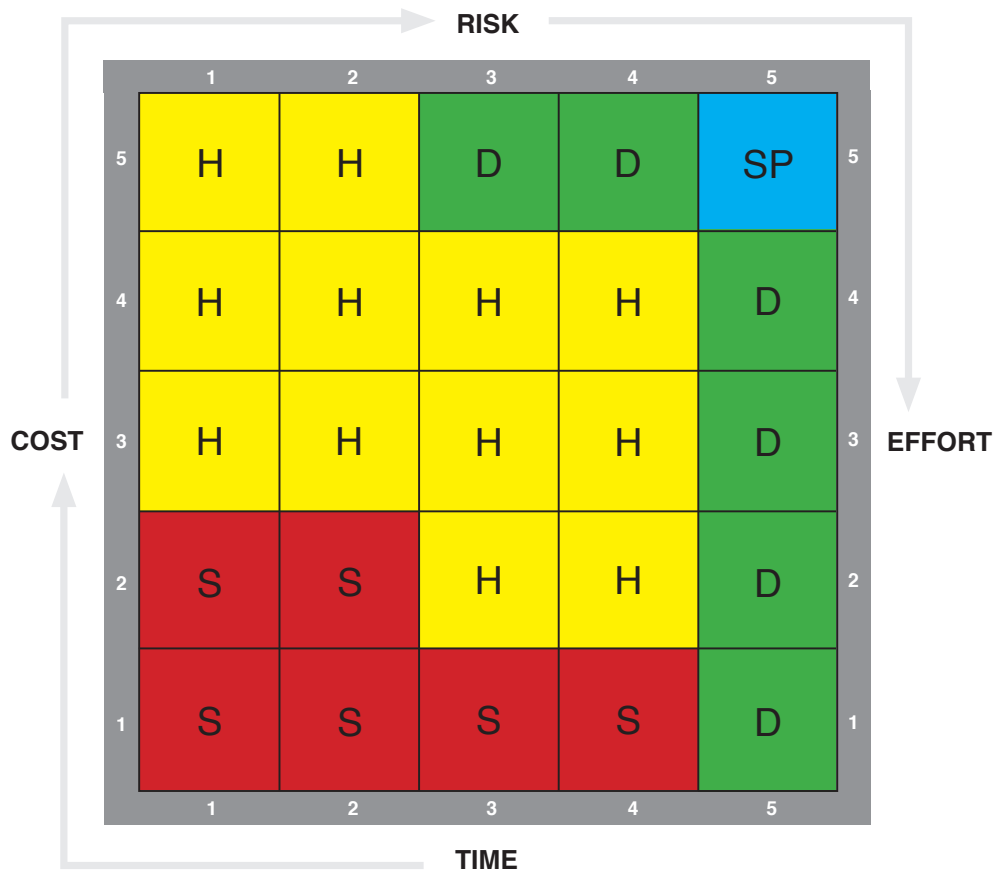


# The EDGE Business Matrix



## THE MOVES:

- S** **STAND:** to stand is do more of the same, or to consciously choose inaction.
- H** **HIT:** to hit means you are not content with where you are, and you're willing to make a move and take some level of risk to better your position.
- D** **DOUBLE DOWN:** to double down is to make a high risk, high reward move that is only used when you have the confidence that you will win, or are in a position where you will lose everything if you don't.
- SP** **SPLIT:** to split is to identify two similar opportunities and to choose to play two separate hands. This is a unique, high risk scenario that requires dual focus and the ability to separate the opportunities and apply separate strategies.

## Using The Edge Matrix:

Move clockwise around the Matrix, beginning with TIME.

1. Start on the bottom row of blocks and choose TIME on a scale of 1–5, with 1 being immediate, and 5 being gradual.
2. Next, move directly upward from that box to settle on your COST level using a scale of 1–5, with 1 being low or no cost, and 5 being very high cost. Stay in place if cost is a 1.
3. Next, move directly right or left (or stay in place) to settle on your RISK level using a scale of 1–5, with 1 being low to no risk, and 5 being very high risk.
4. Finally, move directly up or down (or stay in place) to settle on your EFFORT level using a scale of 1–5, with 1 representing low to no effort, and 5 representing an immense effort.

### Sample scenario:

Time (2), Cost (4), Risk (2), Effort (3) = HIT

**NOTE: Context is key.** You must be consistent about context for all four factors. Ex: How much time you have, how much money you can spend, how much risk you're willing to take on, how much effort you're willing to put in VS. How much time it will take, how much money you will need, how much risk is involved, how much effort is involved.

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