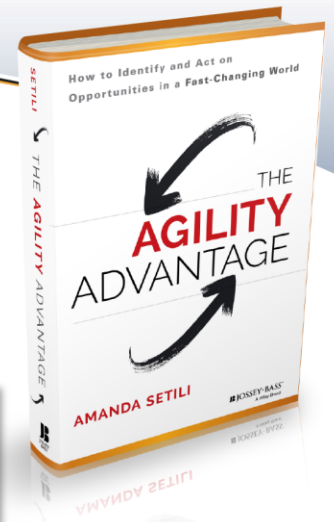


Figure 5.3 Prioritizing Our Response to Changes

High Impact	"Just Do It"	"Assess Strategic Alternative, Then Respond"
Medium Impact		
Low Impact	"Assign Resources, When Available"	"Monitor, Then Decide"
	Low Uncertainty (We know what will happen, and when)	Medium Uncertainty
		High Uncertainty (We do not know what will happen, nor how it will affect us)



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