

RISK FORWARD® MANIFESTO

FROM VICTORIA LABALME

INSIDE OF YOU IS
HIDDEN GENIUS
REMEMBER THAT EVERYONE
IS ON THEIR OWN
CRAZY BUSY
CONVEYOR BELT

THERE ARE MANY FORCES THAT CAN HOLD YOU BACK
CLARITY IS NOT THE PLACE FROM
WHICH WE BEGIN BUT THE PLACE
AT WHICH WE ULTIMATELY ARRIVE
AT EDGE OF NOT KNOWING IS THE
BEGINNING OF THE EXTRAORDINARY

BEGIN FROM WITHIN

RECONNECT WITH YOUR
THROUGHLINE
TRUST THE IDEA
THAT CAN LEAD
TO THE IDEA
TAKE MICRO RISKS

CONSIDER YOUR INTENTION
IN ANY GIVEN SCENE
WHEN YOUR THROUGHLINE IS BURIED,
IT SHOWS UP AS INTUITION
INTENTION AFFECTS BEHAVIOR
CREATE AN EXPERIENCE

HEAD INTO THE UNKNOWN

YOUR VOICE AND VISION MATTER
DEFY THE CATEGORY,
BUT REMAIN WITHIN IT THE OPPOSITE OF COURAGE IS NOT
COWARDICE; IT'S CONFORMITY
IF YOU CAN'T FIX IT, FEATURE IT
REMEMBER THE MAYA PRINCIPLE: MOST ADVANCED YET ACCEPTABLE

HONOR YOUR INSTINCTS

JUST YOU'RE GOOD AT SOMETHING DOESN'T MEAN YOU HAVE TO DO IT
BECAUSE YOU HAVE AN OFFER DOESN'T MEAN YOU HAVE TO TAKE IT
EVERYONE ELSE THINKS IT'S A GOOD IDEA DOESN'T MEAN IT'S RIGHT FOR YOU
NO ONE ELSE IS DOING IT DOESN'T MEAN IT'S A BAD IDEA

YOU CAN'T OUTSOURCE
VISION; TRUST YOURS
AT THE END OF EVERY
"LINE" IS THE HUMAN LIFE

WHEN YOU GET CRAZY BUSY,
REMEMBER THE PEOPLE YOU'RE INFLUENCING,
THE LIVES YOU'RE CHANGING, AND THAT
WHAT YOU DO REALLY MATTERS

YOU HAVE BEEN ASKED TO RISE, AND YOU'RE TALLER THAN YOU KNOW

RISK FORWARD®



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