



# Risk and Revenue: Challenges and Opportunities



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# Risk and Revenue in Ministry

1. Risk as a Positive or Negative?
  - A different perspective on risk.
  - Types of positive results.
  - Risk related to revenue
2. Quantifying Risk
  - Categories of Risk
  - Probabilities of Risk
  - Impacts of Risk
3. Leveraging Risk
  - Risk balancing
  - Strategic revenue considerations
  - Routine risk evaluation