

المُجَازَفَاتُ لَيْسَتْ مُجَرَّدَ مَخَاطِرٍ

... وَلَوْ كُنْتُ أَعْلَمُ الْغَيْبَ لَأَسْتَكْثَرْتُ مِنَ
الْخَيْرِ وَمَا مَسَّنِيَ السُّوءُ... (اللَّهُ عَجَلًا - الأعراف: 188)

المُجَازَفَاتُ مَنْشُؤُهَا لَإِيقِينُ... يَنْطَوِي
عَلَى كُلِّ مِثْلِ مِنَ: الْفُرْصِ (Opportunities)
الْمُؤَاتِيَةِ! وَالْمَخَاطِرِ (Threats) الْمُهْدِدَةِ!
وَعَلَيْهِ؛ فَإِنَّ إِدَارَتَهَا هِيَ إِدَارَةُ مُجَازَفَاتِ
(Risks)! وَلَيْسَتْ مُجَرَّدَ إِدَارَةِ مَخَاطِرٍ!!

عزّام محمد زقزوق

Social - Managerial Capsules

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