

Bridging the Revenue Gap – Figure 5

Rate of Return vs. Level of Difficulty

Priority Near-Term Opportunity (High rate of return/ Low level of difficulty)	Longer-Term or Larger Commitment/Risk Assessment (High level of difficulty/ High rate of return)
Eliminate or Implement Quickly (Low rate of return/ Low level of difficulty)	Avoid/Defer/ Reassess (Low level of difficulty/ High rate of return)

Figure 5