

Mid 2010 Crisis Foresight is promulgated to all the top companies

ON RISK

Against the Gods or against the Odds

Does business gamble when dealing with uncertainty?

- Dealing with uncertainty informs most corporate activity. If the perceived risk is too much, companies pull back; if manageable, companies go forward.
- When risks are personal and there is more at stake, leadership and systems are necessary to go forward, to push through panic and enable courage.



How do you bet on cash flow?

- Risk Management is a pre-emptive strike at uncertainty. It enables the taking of risk and it reduces surprise. Crisis Management deals with the rest.
- With these tools, risks can be taken, opportunities can be seized.

What are the risk tools of first choice?

- The future will be somewhere between the most likely and the most dangerous. Use risk assessments to inform plans and strategy.

What are the tools of last resort when assessments are overwhelmed?

- In the absence of confirmed information, assume the worst and use the tools to achieve the best.
- Leadership drives everything.
- Prepare, plan and practice.

Resilience = (Risk Management + Crisis Management) x Degree of Application



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