

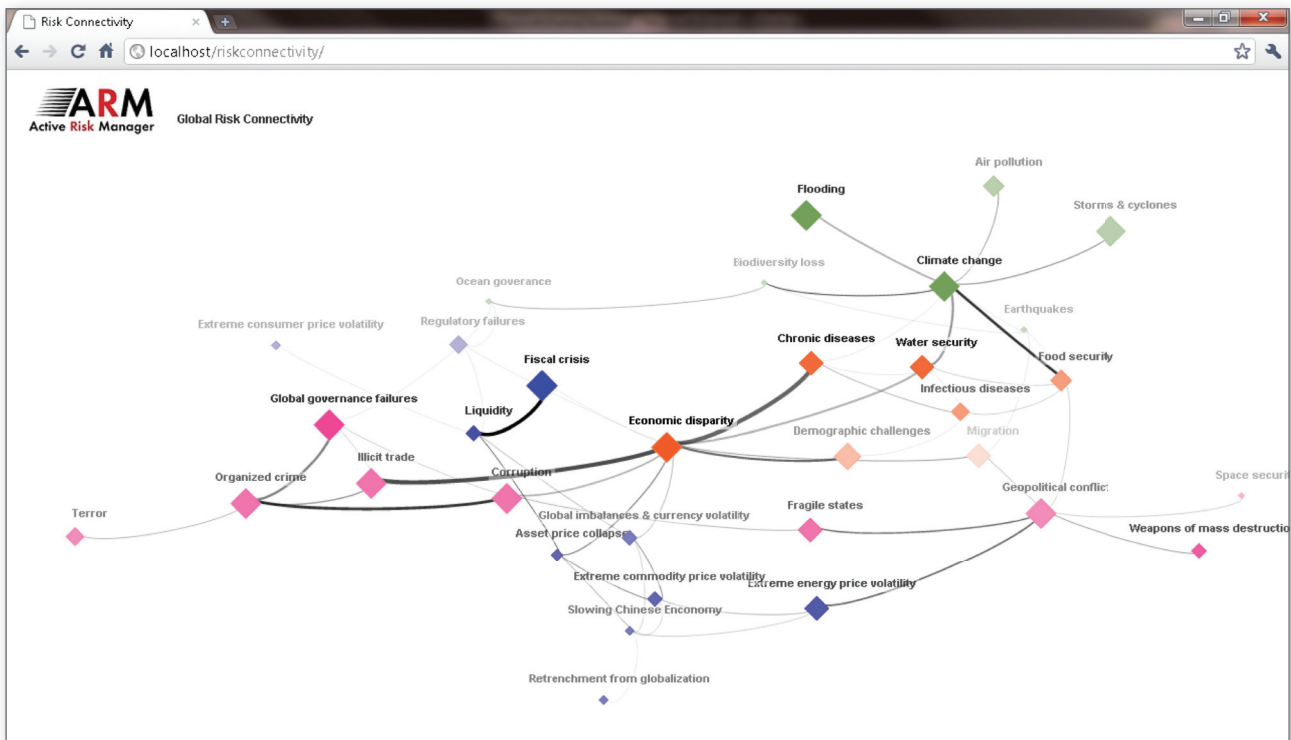
ACTIVE RISK MANAGER

# Risk Connectivity

Recent global crises – natural, geo-political and financial – highlight that often it is not the risks which appear the largest and most likely that can ultimately cause the greatest impact. The degree of connectedness of risks – even small risks – can be the decisive factor. Risks with high connectivity can act as catalysts for chain reactions which lead to surprising and monumental outcomes. How can your management team identify and act to mitigate such risks?

How can you go beyond the focus on ‘Top Ten Risk lists’ and find out where to apply management expertise and company resources to safeguard business performance, corporate reputation and shareholder value?

Risk Connectivity from Active Risk takes complex risk and opportunity information and presents it in a very visual and easy to understand way. It highlights interconnected systems of risks, emerging risks and the areas to introduce ‘fire breaks’ to minimize knock-on effects that stem from a risk occurrence. Risk Connectivity means management teams can quickly identify where to focus time and resources to have the greatest impact.



This image shows the major global risks documented by the Davos World Economic Forum 2011 displayed dynamically in the Risk Connectivity tool to highlight interconnections



### **BENEFITS OF RISK CONNECTIVITY**

- Provides a highly visual and dynamic view of risk and opportunity information
- Aids understanding of the inter-connectivity of risks and the likely consequences which could follow a risk occurrence
- Gives a different perspective which will help isolate 'toxic risks' that have a high degree of connectivity which can act as catalysts
- Takes the management team beyond a focus on static "Top Ten Risk Lists"
- Highlights where organizations should focus resources and further analysis
- Enables informed discussion and debate on the risks which can have the greatest impact on business performance

### **ACTIVE RISK MANAGER**

Active Risk Manager (ARM) enables the identification, communication, analysis and mitigation of risks and opportunities in both quantitative and qualitative formats. It covers project and portfolio risk, supply chain risk management, business continuity, reputational risk, health and safety, incident management, governance, compliance risks and more.

ARM is used by major organizations around the globe and was awarded "Risk Application of the Year" in November, 2010 at the global Risk Management Awards run in conjunction with the Institute of Risk Management.

Active Risk, formerly Strategic Thought Group, was founded in 1987 and is headquartered in the UK with its US operation, Active Risk Inc, based in Washington DC.

Identifying the link between one risk and its effect on others has been one of the most difficult risk management challenges – but it is becoming increasingly important to understand – as organizations try to prepare for the consequences of risks rather than just focusing on whether isolated risks will occur.

### **IN CONCLUSION**

Risk Connectivity from Active Risk provides a new way to visualize risks and opportunities to enable management teams to zero in on key risks and identify how they connect. This meets the increasing business need to focus on interconnections and the consequences of risks to help define where to direct expertise and resources.



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