

Emergency Response Planning: Institutional Risk Management

(and why it's like a block of Swiss Cheese)

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Here's the Plan:

- Paul's take on "Risk"
- Some Risk Management Foundations
- Swiss Cheese – Layers of Risk
- Case Studies and Discussion
- Wrap-Up / Reflection / Questions



Who's Paul?





A few thoughts on “Risk”

“Will you keep my kid safe?”







We do not avoid risk, we **LEAN INTO RISK** and we **MANAGE (BIG) RISK**

We view **RISK AS OPPORTUNITIES**

We think **RISK LEADS TO GROWTH**

We develop risk managers through **ENVIRONMENTAL BRIEFINGS**

We align the risks we take with our **MISSION and CORE VALUES**

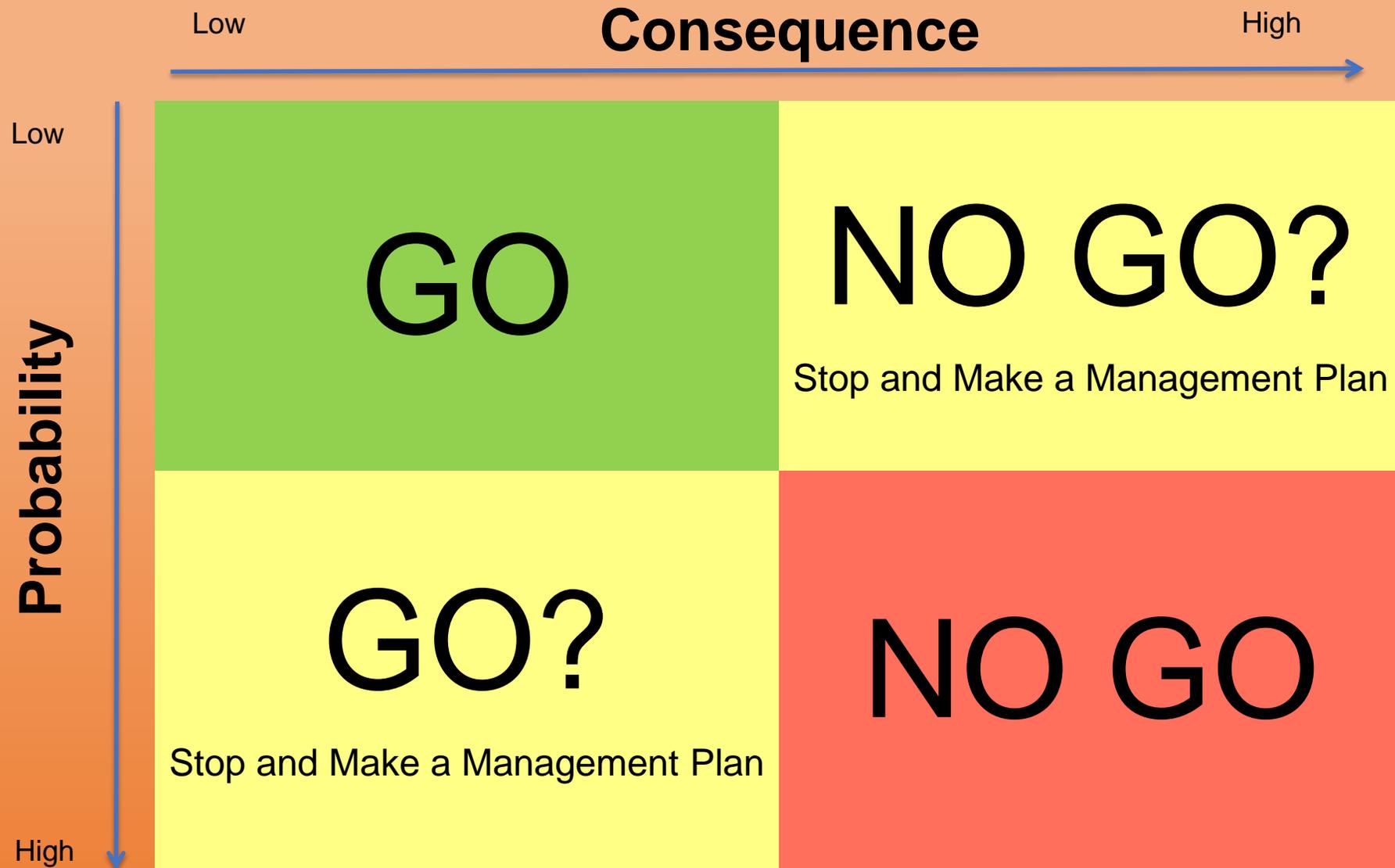


Foundations of Risk Management – 4 “Models”



PERCEIVED RISK vs ACTUAL RISK





SUBJECTIVE OR HUMAN FACTORS

- Being tired or sick
- Talking on your cell phone
- Travel time
- Over-confidence/Familiarity
- Trying to please others
- Trying to stick to a schedule
- Group dynamics

ACCIDENTS!

OBJECTIVE OR ENVIRONMENTAL FACTORS

- Weather (e.g. wind, rain, fog)
- The time of day
- Who is on your program
- Condition of road, trail, etc.
- Condition of a vehicle
- Your equipment
- A specific activity



Quick participation activity #1!

Take 30 seconds to write down your thoughts on this question:

In what specific situations at your organization do you manage risk?



In what specific situations at Avid4 Adventure do we manage risk?

- Rock Climbing
- Biking
- Paddling – flat water, river water, ocean water
- Hiking
- Equipment
- Driving a van
- Hooking up a trailer
- Loading a trailer
- Driving with a trailer
- Allergic reactions
- Injuries – broken bones, etc.
- Website design
- Marketing emails to parents
- Customer Service messaging - emails and phone calls
- Staff Applications & Interviews
- Onboarding paperwork
- Staff communications/scheduling
- Staff evaluations
- Curriculum design
- Medical screening of participants/staff
- Name games and Introductions
- Camp/Teambuilding games
- Lunch





Mission / Purpose / Core Values



Marketing / Customer Service



Staffing / Hiring / Training



Enrollment Process / Participant Policies



Curriculum / Field Operations



Evaluations / Reporting



EVERY aspect of your business (each layer of cheese) could expose your business to Risk and Loss, but...



Institutional Risk Management brings all of the layers together into a Block of Cheese



So, what does this mean for me?





Mission / Purpose / Core Values



Marketing / Customer Service



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Evaluations / Reporting



EVERY aspect of your business could expose your business to Risk and Loss.

Within which slice (or slices) of cheese do you work?



**Quick participation activity #2:
Set an Institutional Risk Management Intention:**

**What is ONE action that you pledge
to do this month to help shrink a hole
on one of your cheese slices?**



PROACTIVE vs REACTIVE RISK MANAGEMENT



Case Studies

- Groups of 3 or 4
- One person comes to get case studies
- You are all from different types of organizations. These cases are specific - look for the transferable learning nuggets
- Goal: Your group discusses TWO cases





Thank You!

And, everyone always has more Risk Management Questions....

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