

# Emergency Response Planning: Institutional Risk Management

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

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America Outdoors Conference  
December 7, 2018



# 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**



**Staffing / Hiring / Training**



**Enrollment Process / Participant Policies**



**Curriculum / Field Operations**



**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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