

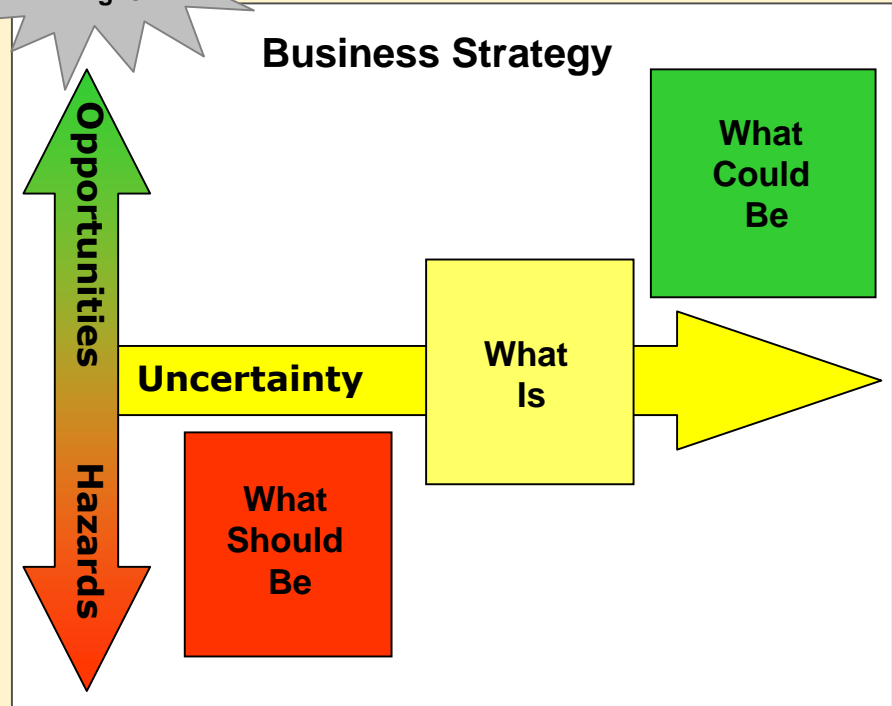
Risk Management

Converting Risks & Uncertainties to Business Opportunities

Discover a tactical and strategic approach to implementing a practical risk management process that supports business strategy!

26th – 27th October, 2006
@ Intercontinental Hotel

Conducted
in English



Risk management is about the things that need to go right to achieve the business strategy – not just all the things that could go wrong.

The workshop will disclose you the concept of risk continuum:

- Risk is more than just Hazards and Uncertainties but Opportunities as well
- The perception of risk affects organizational behavior and responsibilities
- It provides the strategy for converting risk management into the identification of “things that need to go right” rather than “all the things that could go wrong”.

Learning Outcome

- Understand the definition of risk: The Risk Continuum
- Understand the perception of risk and how it is tied to the organizational behavior
- Understand risk in the context of business strategy
- Obtain an approach to implement practical risk management in your organization
- Practice and exchange views about the principles and approaches through case studies and short readings

*Expand your organizational stretch
and win today!*

Course Highlights

Pre-Workshop Questionnaire

Day 1:

• *The Definition of Risk: The Risk Continuum*

Over the past decade, risk has increasingly been defined as the likelihood of occurrence of negative events and the measurement of their impact. In this section of the workshop, we will examine the limitations of the prevailing definition of risk. A framework will be provided (Risk Continuum) that views risk not only as the potential for the occurrence of negative events, but also those activities that must be embraced in order to execute the business strategy.

• *The Perception of Risk*

There is a general belief that people and companies have a measurable tolerance for risk – commonly called a “risk appetite”. In this section of the workshop, we will investigate an established theory that questions this perception of risk. The attendees will participate in some simple workshop experiments to illustrate how we perceive risk and the circumstances that cause us to embrace risk.

• *Practical Application: Risk in the Context of Business Strategy*

This section of the workshop will deal with the practical application of the Risk Continuum and the understanding of how people perceive risk in the operational environments of complex organizations. Generally, the perception of risk is determined by organizational responsibilities. The ability to converge different perceptions of risk is determined by the clarity of the business objectives and the leadership required to make strategic decisions. Attendees will be given examples of how business intelligence can be developed to enable these decisions.

Day 2:

• *Case Studies*

The attendees will be given a case study that poses issues of how the risk of attracting and retaining human capital plays an essential role in executing business strategy. Issues that will be addressed include:

- The impact of changing revenue models on compensation schemes
- The integration of established executive roles with new leadership positions
- Business strategies that require collaboration across business and operational groups
- Shifting demands in the marketplace and the new skills that are required to address them
- Retention of key employees necessary for execution of the strategy
- Cultural strengths and weaknesses of Asian and Western managers in risk management

• *Review & Conclusion*

- Together with:
- Pre-work
 - A series of short readings
 - Case studies

About Facilitator:



Bill Sharon has been conducting seminars, workshops and consulting assignments in the area of risk management for the past 12 years. His clients include: American Express, Chase, DuPont, CIBC, JP Morgan, Corning, DuPont Merck, McCann Worldgroup, PricewaterhouseCoopers.

Bill has 25 years experience in the Financial Services and Marketing/ Communications industry in a variety of “C” level positions and consultancies. He has a history of managing projects that result in significant change in organizational culture. This operational experience has a strong influence on the design of his workshops, seminars and consultancies – they are result-oriented!

Targeted Audience:

Management level in an organization

Course Details:

Date:
26th - 27th October 2006

Venue:
Intercontinental Hotel

Facilitator:
Bill Sharon
CEO/Founder
Strategic Operational Risk
Management Solutions
(SORMS)

Language: English

Your Investment:

Early-Bird Special:
Register and pay by 10th
October 2006

THB 21,600

Standard Price:
Register and pay after 10th
October 2006
THB 24,000

Come & expand your organizational stretch together!

See attached registration form for application details.

For enquiries, please contact **Khun Supraanee Tantisatirapong**

Tel: (662) 656 1470 ext. 116 Fax: (662) 656 1469

Watson Wyatt (Thailand) Ltd.

6th Floor, Gaysorn Place, 999 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330



**We Teach...
You... Discuss...
Learn &...
Take action at work...**

Registration Form

Please register the following delegate(s):

1. Name/Position	
Email	
Q: What do you expect upon completion of this course?	
2. Name/Position	
Email	
Q: What do you expect upon completion of this course?	

Reservations made by:

Contact Person/ Position	
Company	
Address	
Phone no. Email.	Fax no.

Methods of Payment:

- Crossed cheque to be made payable to "Watson Wyatt (Thailand) Limited"
- Credit transfer to Watson Wyatt (Thailand) Limited
Kasikorn Bank, Thanon Langsuan Branch: Account No. 082-2-41191-6
Tax ID No. 3011859834 (Kindly fax pay-in slip and a copy of Withholding Tax document to (662) 656 1469

Remark:

If you are unable to attend the seminar, a substitute delegate is welcome with no additional charge. 30% administration charge for cancellation received less than 3 working days prior to the seminar.

Please return this enrollment form by fax or email to: **Khun Supranee Tantisitirapong**
Tel: (662) 656 1470 ext. 116 Fax: (662) 656 1469 email: bkktraining@watsonwyatt.com
Watson Wyatt (Thailand) Ltd.
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You... Discuss...
Learn &...
Take action at work...**