

SORMS

Strategic Operational Risk Management Solutions

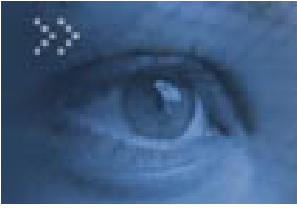


Expanding the Definition of Risk

The Risk Continuum

Strategic Operational Risk Management
Solutions

Copyright SORMS 2005, all rights reserved



“Risk comes from not knowing what you are doing.”

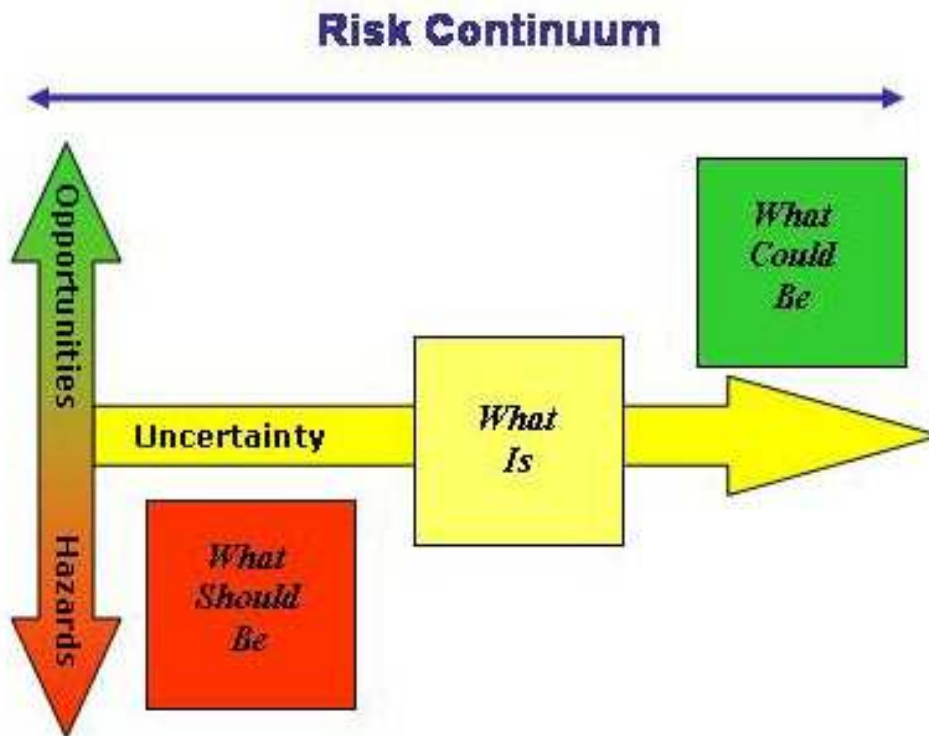
Warren Buffett

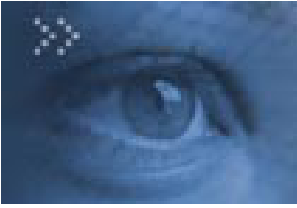
Overview

This seminar provides an overview of the strategy to expand risk management to provide business intelligence directly tied to the strategic goals of an organization. It covers the concept of the Risk Continuum (which expands the definition of risk), the issues involved in its implementation and the direct contribution to the success of the business.

Seminar Outline

- The Risk Continuum:
 - Understanding risk as more than just Hazards but as Uncertainties and Opportunities as well.





“The torment of precautions often exceeds the dangers to be avoided.” Napoleon

- Risk Perception and how it is tied to organizational responsibilities
 - Risk in the “eye of the beholder” and how it affects organizational behavior (Prospect Theory)
- The Business Strategy as a context for assessing risk
 - Risk management becomes more relevant when it expands its focus from regulatory and compliance issues to include risks in the achievement of the goals of the business.
- The roles and responsibilities of operational, business and audit managers
 - Triangulating the perception of risk.



- 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.”

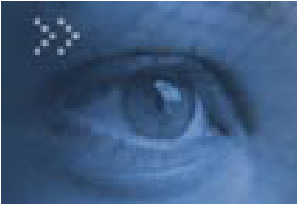
Duration: 90 minutes, 30 minute Q&A

Attendees: Unlimited

Webcast: Client provides webcast facilities

Seminar: Client responsible for event location costs.





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 | JP Morgan |
| Chase | PricewaterhouseCoopers |
| Interpublic | McCann Worldgroup |
| DuPont | DuPont Merck |
| CIBC | Corning |
| EBS, The Partnership | Regulus |

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 results oriented.

At JP Morgan as the COO of Corporate Real Estate, he was a key player in the transformation from a commercial bank to an investment bank through the development and construction of high tech offices in 23 markets that reflected the new organizational culture. He went on to develop cross functional risk management processes for penetrating new markets and establishing new products. He also created the first proactive operational risk management process designed as a vehicle to communicate opportunities as well as hazards .

At Price Waterhouse, Bill established the North American Operational Risk Management practice which focused on the “upside” of risk – the choices an organization needs to make to stay competitive. He developed a groundbreaking approach to converge differing perceptions of risk as well as corporate level scorecards that communicated risk profiles across a portfolio of business units.

Over the last six years he expanded his practice to the marketing services industry, initially as a consultant to McCann Erickson in professionalizing the wholly owned subsidiary that provided IT services and then as a consultant to Interpublic as they began to centralize operational services. Most recently, as the CIO of McCann Worldgroup, Bill developed a global collaborative system as the foundation for supporting the cross-discipline business strategy of Demand Creation.

He is featured in numerous industry magazines (CIO Magazine, Business Finance Magazine, Business Credit Magazine) has authored an executive briefing on managing risk in marketing services published by the Cutter Consortium in May 2005 and has published a series of articles that are widely distributed on the Internet (BetterManagement.com, ContinuityCentral.com) and at www.sorms.com

Bill holds a clinical degree and, for the first ten years of his professional life worked with adolescents in the South Bronx and East Harlem, an experience that taught him the very difficult skill of how to listen.

He can be contacted at bsharon@sorms.com.

