



RISK DOCTOR PRESENTATION

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THE A-B-C OF RISK CULTURE



Presented by

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Everyone knows that culture is important – but why? What about risk culture? What should you do if your project or organisation is too “risk-averse”?

Starting from first principles, this presentation unpacks the key characteristics of culture, explaining what it is – and what it is not. Culture arises from repeated Behaviour – if we do the same things over and over again we will develop a shared approach to “how we do things around here”. But behaviour is based on our underlying Attitudes – how we think shapes our actions. This gives us the A-B-C model of culture: Attitudes shape Behaviour which forms Culture. There are also feedback loops as the prevailing Culture also influences how we think and act.

The A-B-C model is also true of our approach to risk. If we want to develop a risk-mature culture, we need to behave in an appropriate way towards risk. But this in turn will be driven by our risk attitudes.

This presentation explores the central role of risk attitude as a key underlying driver of risk behaviour and risk culture, and shows how to change risk culture by actively managing risk attitude.

Biography:

Dr David Hillson is The Risk Doctor, and Director of Risk Doctor & Partners. He is recognised internationally as a leading thinker and expert practitioner in risk management. He writes and speaks widely on the topic, with eight books and many papers.

David Hillson has been working in the area of risk culture, risk appetite and risk attitude for about a decade, and has published his ground-breaking insights on these topics in a range of books.

David is an active Fellow the Institute of Risk Management (IRM), and was a core contributor to its recent thought-leadership piece on risk culture. He is also an Honorary Fellow of the UK Association for Project Management (APM), and a Fellow of the Royal Society of Arts (RSA), the Chartered Management Institute (CMI), and the Project Management Institute (PMI).