

SPE Risk Mapping

	<u>Risk Description</u>	<u>S,P,E</u>
1.	Controversial company policy	_____
2.	Sexual harassment in the workplace	_____
3.	Active shooter	_____
4.	Cyber attack / data breach	_____
5.	Weather related destruction	_____
6.	Product recall	_____
7.	Customer service failure	_____
8.	Ethical lapses (fraud or other illegal activities)	_____
9.	_____	_____
10.	_____	_____
11.	_____	_____
12.	_____	_____
13.	_____	_____
14.	_____	_____
15.	_____	_____

#1

Strategic

Risks taken for superior strategic returns

Companies should be prepared to defend strategic risks when something goes wrong, not apologize

#2

Preventable

Risks arising from within the company that generate no strategic benefits

Companies must rapidly apologize and fix risks that could have been prevented

#3

External

External, uncontrollable risks

In this case, being “in the herd” of affected parties is the place to be. An opportunity for leadership.