



## No More Risk as Usual

*Chutisa and Steven Bowman*

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# No More Risk as Usual

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## **No More Risk as Usual** Chutisa and Steven Bowman

This eBook takes the pain out of risk management. It is not intended to create a rigid, step-by-step method for risk management. It is aimed to reveal effortless strategies that will allow you to take advantage of risks and grow your business. Complexity and volatility in the business arena is higher than ever. This brings about more powerful and diverse sources of risk. The ability to deliver growth and performance in varied business climates with confidence and clarity has become a business imperative in the wake of the financial crisis. To achieve resiliency and sustainability in the current environment, companies must let go of business-as-usual approaches to risk management. Now, more than ever, risk management is in need of change and transformation. This eBook is written for board members, business owners and senior executives – the people responsible, in their capacity as strategic leaders, for identifying and responding to the potential risks and game-changing opportunities that face an enterprise. These risks can be “strategic advantage,” since managing the risk and taking advantage of the opportunities is an essential part of an effective business strategy. In this eBook, we discuss why business leaders often suffer from an incomplete understanding of strategic risk – and what they can do to avoid being blindsided by the unexpected.

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