

New from ISO



&



Present

# Enterprise RISK Management: ISO 31000



Course Facilitator:

**John Byrne, Australia**

Principal  
Truscott Crisis Leaders,  
Australia

•  
A renowned Crisis & Risk  
Management specialist in  
South Asia & Australia

•  
A Prime Risk Management  
Consultant for Fortune 500  
Companies

•  
A consultant for World Vision  
- Pakistan & Afghanistan

•  
Regional Security Manager  
(Asia Pacific) for EDS

14 & 15 October 2010, Sheraton Hotel & Towers, Karachi  
18 & 19 October 2010, Pearl Continental Hotel, Lahore  
9:00 am to 5:00 pm

## Key Benefits:

On completion participants will be able to apply the principles of ISO 31000 to the management of practical business and corporate risk scenarios. This will include an ability to:

- Identify risk
- Use scenario planning
- Assess likelihood of risk
- Consider impact of risk
- Quantify the risks involved in business and avoid potential pitfalls
- Apply value-at-risk measurement techniques to better manage profitability
- Better value new business opportunities & make better investment decisions

## ISO 31000

Is a fresh family of standards. It provides guidelines for the design, implementation & management of Risk Management processes throughout an organization.

**Special Offer**  
Book 2 seats and Save  
**PKR 10,000**

## For Details & Registration

Tel: +92-21-34534261, +92-21-34536315, +92-21-34520093  
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[www.octara.com](http://www.octara.com)





## Course Facilitator: **John Byrne, Australia**

John Byrne is the **Sydney Principal of Truscott Crisis Leaders**. He brings with him an extensive understanding and knowledge of the internal and external factors of risk and crisis management for corporate entities across the globe. With him, comes **28 years of experience** in the field of **risk management, scenario planning, and strategic forecasting**. His corporate and consulting role has been dominant in Indonesia, Afghanistan, Pakistan, Australia, South East Asia and the South West Pacific in corporate and consulting roles. These experiences have involved him in diversity of sectors including **finance, oil and gas, extractive industries, logistics, mining** as well as government bodies.

John is a former Australian Naval Officer and a graduate of the Indonesian Navy Staff and Command College. Throughout his career, he has prepared and implemented **Business Continuity Plans, Crisis Management and Disaster Recovery Plans** for **Fortune 500 companies** and other corporate entities. While being the Regional Security Manager (Asia Pacific) for EDS, he had the responsibility for these plans across all countries in South Asia.

Crisis management for corporate entities being his expertise, he has mentored crisis management teams in high risk environments. Specializing in high risk and difficult locations requiring integrated responses to crisis management, he has a long experience of planning for and implementing crisis management plans through his entire career in the government, public and private sectors. He is also a consultant for World Vision Pakistan 2009 & Afghanistan 2010 where he formulated scenario based risk management solutions and successfully conducted operational risk assessments for WVP projects.



### About **Truscott Crisis Leaders**

Founded after the Sydney Olympics, Truscott Crisis Practitioners are selected for their backgrounds in professional response agencies combined with commercial acumen. Our Crisis Practitioners operate throughout Asia, Australia and the Pacific. We are competent in Risk/Crisis/Emergency and Business Continuity Management.

Our expertise covers the full spectrum of plan writers, contingency planners, management team trainers, exercise controllers, issues managers, safety and security advisors, transport specialists, scenario-based future planners, training developers, strategic intelligence analysts, journalists, legal and IT practitioners, and ER advisers. We provide both advice and training involving plan writing and exercises and leadership mentoring. Without exception all Crisis Practitioners have a solid grounding in planning, communicating and implementing plans and strategy under difficult circumstances.

### Hear what some top global clients say about **Truscott Crisis Leaders:**

"I must not forego without mentioning that the workshop you did here at IABC Bangalore Launch was not only lightning in speed but also enlightening on a few unknown aspects in the era. This is my humble feedback to you after having worked in the areas of communications for a little over a decade."

**Krishna Mariyanka - Lead Advisor Marketing & Communications, Shell Technology, India**

"It occurred to me a number of times, how businesses at times overlook seemingly innocuous processes, which are almost second nature to us, and land in a soup. We shall continue to explore possibilities of using your skill set, which let me put it simply, is rare in the corporate world."

**Sanjiv Bhalla - Head Business Security & Crisis Management, BP India**

"One of the things I like about your approach is the asymmetric threats you often list - real heart stoppers for any business who sits down and has a decent think about them. They are very rarely listed or even considered by the majority of your more pedestrian competitors."

**Karl Sullivan - General Manager Policy, Risk & Disaster Planning Directorate, Insurance Council of Australia**

### Top Global Clients:



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## Course Overview:

This course introduces the concept of enterprise risk management, and gives participants the practical tools to identify, treat and manage risks associated with corporate operations. Using the methodology of ISO 31000, attendees will learn how to quantify risk to plan for future scenarios, and maximize profit, while minimizing loss.

## Course Outline:

### DAY ONE

- ✓ **Introduction to Risk – is it threat or risk?**
  - ◆ A brief history of ISO 31000
  - ◆ Understanding drivers of risk
  - ◆ Treating risk
  - ◆ The risk – reward paradigm
- ✓ **What is risk worth?**
  - ◆ Understanding financial impact
  - ◆ Quantifying operations loss
  - ◆ Quantifying HSE impact
- ✓ **Gazing into the crystal ball of business – probability, and playing the wargame of scenario based planning**
  - ◆ Creating scenarios
  - ◆ Building drivers into the model
  - ◆ Identifying the risks
- ✓ **The Risk Register**
  - ◆ Combining Probability and Impact
  - ◆ Adding mitigations
  - ◆ Exploring opportunities for further risk mitigation
  - ◆ Analyzing where we are on the continuum of risk
- ✓ **Mitigating the Risk of the Business Landscape of the Future**
  - ◆ Business Continuity, Crisis and Risk management – an introduction

### DAY TWO

**HANDS-ON – Putting Risk management to work. Workshop participants will be given the background details of a corporation operating in the region.**

**Participants, after breaking into syndicates, will be required to:**

- ✓ Identify what risks exist in the future commercial environment
- ✓ Define the parameters of their corporations “pain” – define the levels of acceptable impact
- ✓ Understand probability of possible threats to business
- ✓ Construct a coherent risk register
- ✓ Present a risk mitigation plan for the Board

## Who Should Attend?

COOs, CFOs, Vice presidents, Directors, HODs.

The course is also suitable for Managers with responsibilities including:  
Health, safety and environment | Business continuity | Disaster recovery | Emergency / Contingency planning | Strategic planning | Marketing and Business Development | Corporate planning | Securities and safety | Plant / Factory managers | Crisis and Risk management | Operational risk | All personnel who are involved in the control of quality and safety.

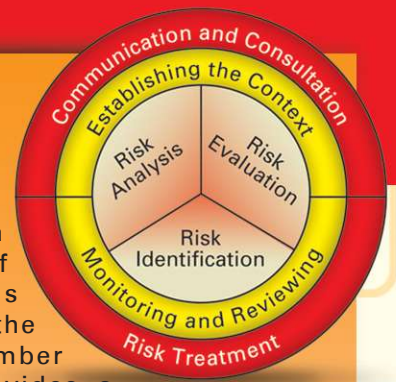
**Note: Participants should be familiar with Finance & Corporate Strategy**

## About ISO 31000:

ISO 31000 is a fresh family of standards published on the 13th of November 2009, and provides a standard on the implementation of risk management.

It provides guidelines for the design, implementation and maintenance of risk management processes throughout an organization. This approach to formalizing risk management practices, is to facilitate broader adoption by companies who require an enterprise risk management standard that accommodates multiple ‘silo-centric’ management systems.

The scope of this approach to risk management is to enable all strategic, management and operational tasks of an organization throughout projects, functions, and processes to be aligned to a common set of risk management objectives.



## Why Join this Workshop?

In a dynamic and diverse economic and geopolitical environment, traditional “gut feeling” based approaches to business cannot consistently supply solutions to the challenges of this complex environment.

However, by using the quantitative methods introduced in this workshop, participants will be able to produce models on which to base their business risk mitigation plans, as well as proving the strength of their Crisis and Emergency Management planning.

This is a departure from other business planning approaches that are grounded more in theory, which is usually only proved or disproved through bitter experience. The maximization of converting our efforts into profit requires all our skills to anticipate rather than react.



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## Workshop Investment

PKR **49,999/-**  
per participant

on **2+** nominees

**SAVE PKR. 5,000**  
per participant

Octara & Truscott branded courseware & certificate,  
lunch, refreshments & business networking

### Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**  
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: info@octara.com  
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Strategic Partners



Logistics Partner

Partner



## Bring Enterprise RISK Management: ISO 31000 In-house

This workshop can be customized to suit specific  
needs of your organization at significant savings.  
Please contact **Mohsin Rahim** at [mohsin.rahim@octara.com](mailto:mohsin.rahim@octara.com)  
or call at **0321-2133409** for more details

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