

The Art of Risk Fingerprint Forensics

Understanding
the often surprising reasons
behind why and how
we make risk decisions

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RISK
AWARENESS
WEEK²⁰²²



#RAW2022

The Gray Rhino About to Charge

What Will *You* Do?

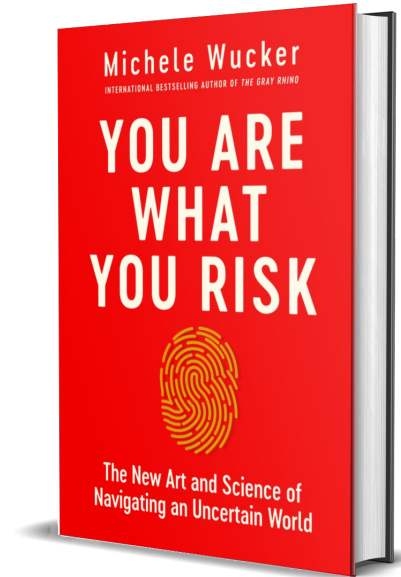


You Are What You Risk:

The New Art and Science of Navigating an Uncertain World

Why Analyze Your Risk Fingerprint?

- Increase the odds of good risk outcomes
- Understand and counter decision-making biases
- Optimize team composition and cooperation
- Catalyze innovation
- Navigate ambiguity and uncertainty with more confidence
- Manage change more deftly
- Use risk empathy to improve relationships with team members, clients, and other stakeholders
- Optimize your environment to enhance your strengths and counter weaknesses
- Improve your negotiating skills
- Deepen your organization's risk culture



Reflection:

What Is Risk?

What Is Risk?

What risk means to you shapes the choices you will make, whether you are aware of your biases or not.



Your Risk Fingerprint: 3 Components

- Whorls/Arches/Loops:
Innate and unchangeable
- Marks:
Experiences that change you
- Environment and Habits:
Things you can control



Your Risk Type

- Calm or Anxious?
- Process or Impulse?
- Detail or Big Picture?
- Long or Short Term?
- Emotional or Rational?
- Danger or Opportunity?
- Individual or Group Orientation?
- What Do You Care About Most?



The Risk Type Compass















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Reflection:

Describe the way
you typically approach a decision
about whether or not
to take a particular risk.

Experiences That Alter Your Risk Fingerprint

- Good risk choices
- Risks that went bad
- Unexpected shocks
- Familiarity
- Emotional Impact

						
Altered burns	Altered large scar	Altered multiple scars	Altered wart	Altered other	Slightly altered many wrinkles	Slightly altered small burns
						
Slightly altered small scars	Slightly altered other	Non-altered low contrast	Non-altered distorted	Non-altered well rolled and contrasted	Non-altered limited wrinkles	Non-altered other

Reflection:

*What is the biggest risk
you've ever taken?*

*What is the biggest risk you've ever
decided **against** taking?*

Environment and Habits

- Spicy food
- Music tempo
- Temperature
- YOUR PEERS
- Sense of Agency or Control
- Practice
- Knowledge
- Getting out of your comfort zone
- Mindfulness
- SELF AWARENESS



Reflection:

*Think of a risk you are considering
whether to take or not.*

*How will you create an environment that maximizes
the likelihood of things going the way you want?*

Key Questions: Individual Risk Fingerprints

- How would you describe your risk fingerprint? (The mix of your innate personality; lived experience; and habits, social and physical environment)
- How do the 3 elements of your risk fingerprint affect the choices you make in business, life, and the world?
- What makes you more (or less) comfortable taking risks?
- What makes you more (or less) likely to act to head off risks?
- How does your risk fingerprint compare to those of the people around you?
- How does your risk profile reflect your fingerprint?



Key Questions: Organizational Risk Fingerprints



- What is your organization's risk fingerprint? Think about your founding story, your culture, your mission, your successes and failures, your leadership, your risk management procedures and governance.
- What are the answers to these questions for your key stakeholders?
- What processes, procedures, hires, and activities might make your organization more risk seeking?
- What processes, procedures, hires, and activities might help your organization to avoid ill-considered risks?
- How does your risk profile reflect your fingerprint?

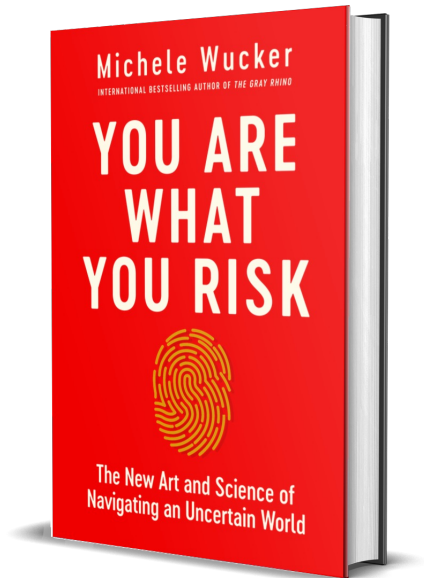
Risk Empathy

- What do OTHERS think YOU think and feel about risk?
- What do YOU think OTHERS think and feel about risk?
- Are these perceptions accurate? (How do you know?)



Photo by Noah Buscher on Unsplash

Learn More

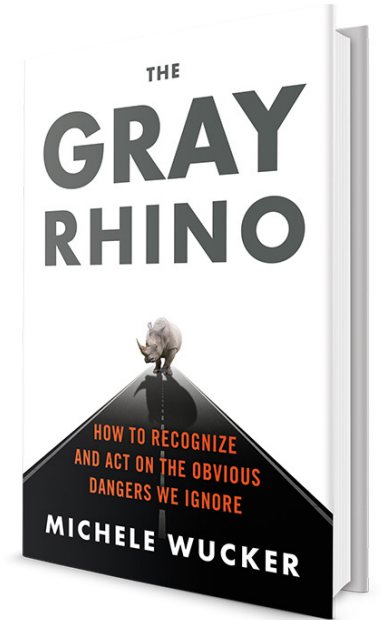


YOU ARE WHAT YOU RISK

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Thank you!
Now go out and risk wisely.



