



## Community Manager training

### Module BM04: Relationship and Risk Management

#### Group exercise

On the basis of the definition of risk and risk management strategies please fill below tables for the particular case: In cooperation with Marketing Manager you try to expand the group of customers with new customers for whom the price is the most important. You want to offer them a special budget line.

Think about the top risks – they may be both positive and negative and then fill tables below.

#### 1. Risk description

Risk name	Risk description

#### 2. Qualitative risk management

Think about the influence of the risk on your business. It can be monetary cost, market edge, time saver or a combination of all of these. Please be specific about your risks.

Risk name	Influence

#### 3. Quantitative risk management

Think about the probability and influence of the risk and assess its type using the risk matrix.

Risk name	Probability (1-4)	Impact (1-4)	Score	Type



TYPE OF RISK			
Minor	Moderate	Major	Severe
1-3	4-6	8-9	12-16

		Impact			
		Low 1	Medium 2	High 3	Extreme 4
Probability	Rare 1	1	2	3	4
	Unlikely 2	2	4	6	8
	Possible 3	3	6	9	12
	Probable 4	4	8	12	16

#### 4. Risk management plan.

Risk name	Ways of monitoring risk

Risk name	Tasks you plan to take before risk occurs

Risk name	Tasks you plan to take after risk occurs

