

Everything should go to plan – but what if it doesn't?

A serious risk that is rarely visible, rarely considered, but easily addressed

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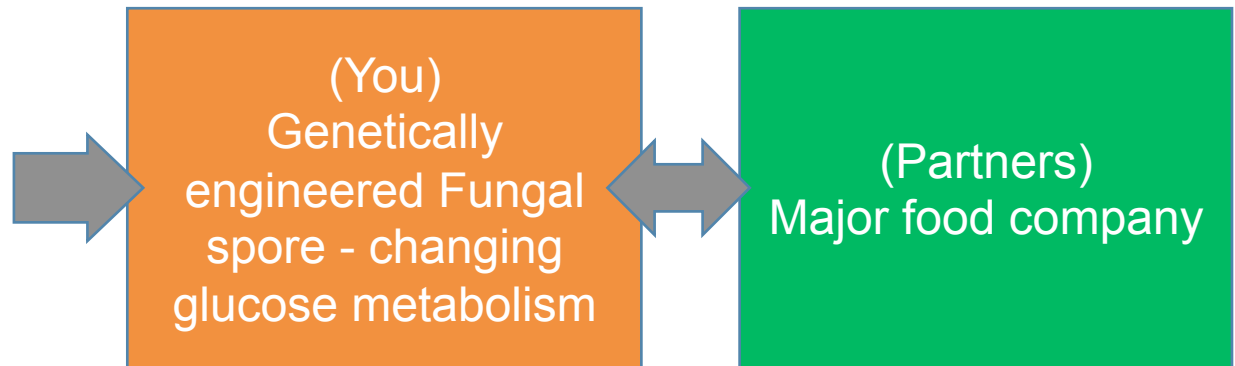
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Imagine...the big idea

Fungal spore food additive
Obesity treatment



££
11.5m
investment



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What are some of the major risks?

- Reputation
- Safety
- Unexpected extra costs
- Problems with the trial
- Regulatory challenges
- Funding shortfalls
- Trial recruitment

Typical responses to risks in busy companies

- Address some of them
- Struggle with others or not even identify them
- Be optimistic
- Be naïve
- Completely ignore major threats

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Risk: Safety

Impact	Project failure, reduced commercial opportunity
Likelihood	Uncertain at present
Cost of avoidance	Preclinical studies, Clinical trials
Effect of avoidance	Major reassurance to investors, motivation for all staff

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Risk: Unexpected extra costs

Impact	Reduction in quality, shaving useful/non-critical activities
Likelihood	Very uncertain
Cost of avoidance	Re-plan, allow worst case
Effect of avoidance	*

* Investors disappointed over extended delivery schedule

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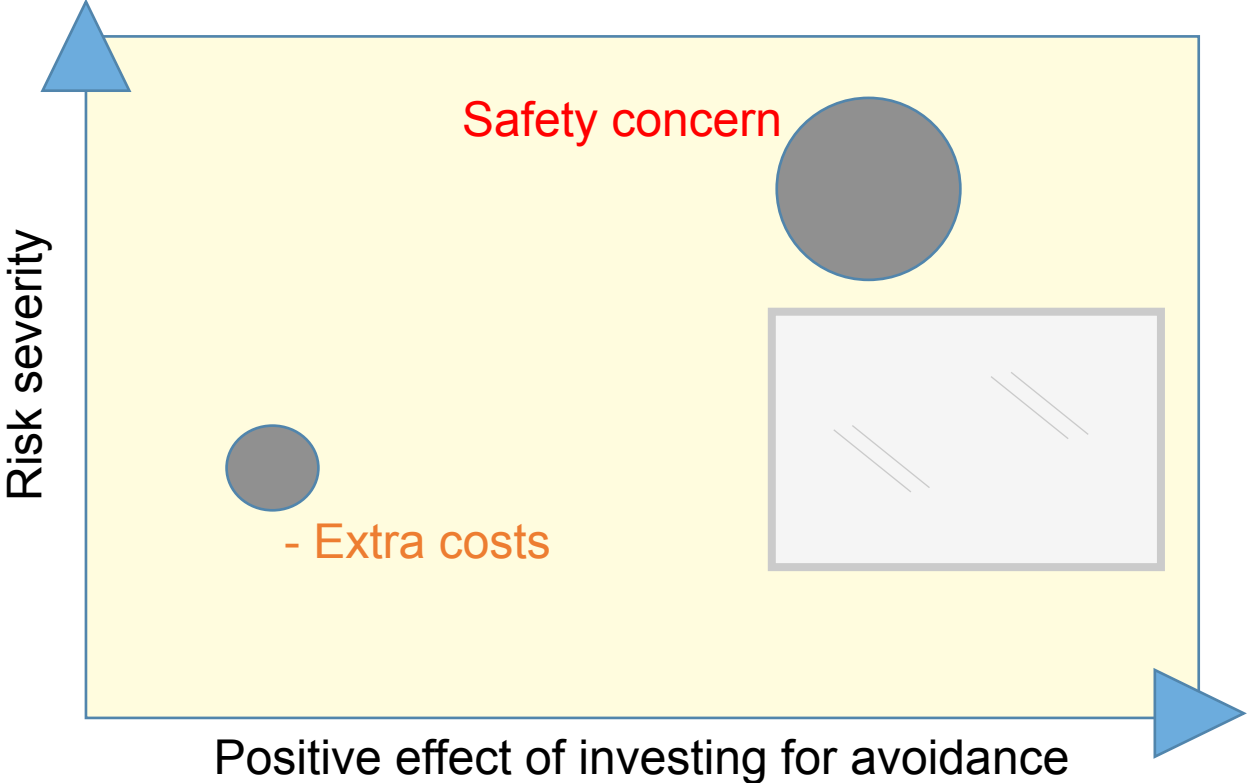
Risk: Problems with the partnership

Impact	Major delays, repeated work, loss of investor confidence, easier for competitors
Likelihood	(Miscommunications, unexplored differences, not-aligned processes
Cost of avoidance	*
Effect of avoidance	Motivation, pro-active teams, rapid problem ID and fixes

* Facilitated discussions, aligning process and communications

Everything should go to Plan.....

Risks: How do they compare?



● Size of bubble = cost

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We can help



- Team activities such as risk management
- Particularly risky ventures – alliances, partnerships and complex projects

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