

Risk Management Made Simple

Welcome to the FREE Online Newsletter about **Systematic Risk Management**
for **executives** and **management professionals**
from **Risk Wise Inc.** and **Diana Del Bel Belluz**

March 2010

BONUS RESOURCE: New compendium on Enterprise Risk Management

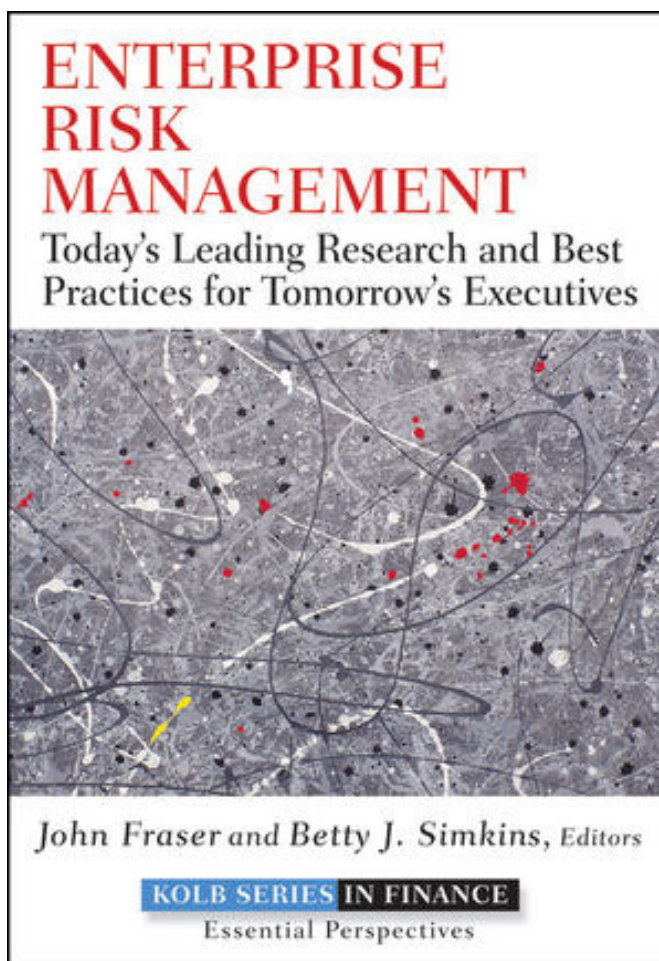
If you want to learn about enterprise risk management from some of the leading academics and practitioners of this methodology, ***Enterprise Risk Management: Today's Leading Research and Best Practices for Tomorrow's Executives*** is the book for you.

Through in-depth insights into what practitioners of this evolving business practice are actually doing as well as anticipating what needs to be taught on the topic, editors **John Fraser** and **Betty Simkins** have sought out the **leading experts in this field to clearly explain what enterprise risk management is and how you can teach, learn, and implement these leading practices within the context of your business activities.**

Enterprise Risk Management introduces you to the wide range of concepts and techniques for managing risk in a holistic way that correctly identifies risks and prioritizes the appropriate responses. This invaluable guide offers a broad overview of the different types of techniques: the role of the board, risk tolerances, risk profiles, risk workshops, and allocation of resources, while **focusing on the principles that determine business success.**

The book **explores the culture and practices of enterprise risk management without getting bogged down by the mathematics** surrounding the more conventional approaches to financial risk management. **Filled with helpful tables and charts**, *Enterprise Risk Management* offers a wealth of knowledge on the drivers, the techniques, the benefits, as well as the pitfalls to avoid, in successfully implementing enterprise risk management.

I was asked to author the chapter on Operational Risk Management. Here's how the editors describe my contribution to the book:



- How do you assess operational risks?
- Why do you need to define risk tolerance for aligned decision making?
- What can you do to manage operational risk?
- How do you encourage a culture of risk management at the operational level?

This chapter provides a well-rounded introduction to a topic that is becoming of increasing interest.”

Continued on page 2...

"Diana explains the fundamentals of risk management in an operational setting and how operational risk management can be used to capture the full performance potential of an organization. She explores what is meant by operational risk and why it is important. She frames her explanations around questions such as:

- How do you align operational risk management with enterprise risk management?

Enterprise Risk Management is an informative guide that will help you unlock the incredible potential of enterprise risk management, and your potential to deliver solid management.

For details and to order the book, visit:

<http://ca.wiley.com/WileyCDA/WileyTitle/productCd-0470499087,descCd-tableOfContents.html>

Special 40% discount for **Risk Management Made Simple E-Zine** subscribers when you order this title along with another risk management book recently published by John Wiley & Sons. (See page 4 for details).

Special Offer for Subscribers Only

40% discount* on Two New Risk Management Books

Risk Wise has teamed-up with **John Wiley & Sons** to bring subscribers to the **Risk Management Made Simple E-Zine** a special **40% discount** when you purchase BOTH of these recent Wiley publications:

1. "**Enterprise Risk Management: Today's Leading Research and Best Practices for Tomorrow's Executives**", John R.S. Fraser and Betty J. Simkins, Editors, December, 2009.
<http://ca.wiley.com/WileyCDA/WileyTitle/productCd-0470499087,descCd-tableOfContents.html>
2. "**The Failure of Risk Management: Why It's Broken and How to Fix It**" by Douglas W. Hubbard, April 2009.
<http://ca.wiley.com/WileyCDA/WileyTitle/productCd-0470387955.html>

When you **subscribe to our free E-Zine/online newsletter**, **Risk Wise** will send you the special code for the 40% discount.

The special discount code has been emailed to all **Risk Management Made Simple E-Zine** subscribers. Subscribers who wish to receive the discount code again, may send an email to [Diana.Belluz @ riskwise.ca](mailto:Diana.Belluz@riskwise.ca)

* This offer is valid until March 31, 2010.

Pass it on! Please share this E-Zine with people in your network.

About Us



Diana Del Bel Belluz
President
Risk Wise Inc.

Diana Del Bel Belluz, M.A.Sc., P.Eng., is a risk management advisor who **helps executives in complex organizations to implement systematic and sustainable risk management practices**. Since 1990, Diana has been doing **leading-edge risk work** for companies in a wide range of industries and government organizations.

In addition, Diana **advances the field of risk management** by **teaching** university courses and management training seminars, **speaking** at conferences and **authoring** publications on a wide range of risk management topics.

To learn more about Risk Wise, contact Diana Del Bel Belluz directly at: Diana.Belluz@riskwise.ca



1 Yonge Street
Suite 1801
Toronto, Ontario
Canada M5E 1W7
T 416.214.7598
www.riskwise.ca