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RISK MANAGEMENT: MAKE THE UNCONSCIOUS, CONSCIOUS

Think about your morning. You checked the weather forecast before choosing a jacket. You looked both ways before crossing the street. You passed on the dubious leftover sushi in the fridge and opted for a fresh bowl of cereal, or just coffee.

Without calling it a "risk assessment," you just conducted one and managed risk. Your brain identified potential hazards (rain, cars, food poisoning), assessed their likelihood and impact (high chance of rain, severe consequence of being hit by a car, moderate risk of "the runs"), and implemented mitigation strategies (taking a jacket, stopping at the edge, choosing a safer breakfast).

You are the CEO of "Your Life Inc." and you are a natural at this. So why would you abandon this innate, systematic thinking in your professional role?

Your Life is A Masterclass in Proactive Management

Every day, we unconsciously employ core principles of risk management:

- Identification: "My car is making a strange noise."
- Assessment: "If it's the brakes, it could be dangerous and expensive. I need to address this soon."
- Mitigation: "I'll book a mechanic appointment for tomorrow and take the bus today."
- Monitoring: "I'll listen closely to see if the noise gets worse on the drive to the mechanic's garage."



You do this to protect your most valuable assets: your health, time, finances, and relationships. You understand that a small, proactive investment like a mechanic's inspection and prompt repair can prevent catastrophic injury and loss at a later stage.

Your Company Needs the Same Brain

Your Company is simply "Your Life, Inc." on a larger scale. Its assets are its people, reputation, cash flow, and data. The threats are also larger: market shifts, cybersecurity breaches, operational failures, and compliance pitfalls.

Yet, many organisations operate reactively. They cross their fingers and hope nothing goes wrong, treating risk management as a boring compliance exercise instead of a strategic compass. This is the equivalent of deciding not to look both ways because you're in a hurry or you've crossed that road many times before.



Just as you are the brain and mind of your personal life, you must help your company develop a central "brain" for risk. This means:

1. Make the Unconscious, Conscious: Formalise what you do naturally. Encourage teams to explicitly ask: "What could go wrong with this project? What's the worst-case scenario? How can we prevent it?"
2. Shift from Reactive to Proactive: Don't wait for a data breach to improve cybersecurity. Don't wait for a key employee to quit to create a succession plan. A stitch in time saves nine.
3. Build Organisational Resilience: A company that actively manages risk doesn't just avoid pitfalls; it builds strength. It can adapt to change, seize opportunities competitors might fear, and build trust with customers and investors.



Running your life effectively isn't about eliminating risk, that's impossible. It's about managing it intelligently. Every day, you unconsciously perform a cost-benefit analysis, prioritise threats, and allocate your resources (time, energy, money) to protect what matters most.

You already have the skills. You've been enhancing them every day of your life. The next step is to apply the same shrewd, protective, and dynamic mindset you use to run your life to help run your business.

Stop being a passive passenger. Start being the CEO your company needs; the one with the practiced, risk alert brain that knows a little vigilance today prevents a major crisis tomorrow.

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