

Reputation Risk Management Assessment

Reputation risk is the #1 peril to business today

EXTERNAL THREATS

Rate your business' vulnerability to fallout in the following categories from 1 (low risk) to 5 (high risk).

	<i>low risk</i>				<i>high risk</i>
Political	1	2	3	4	5
Social	1	2	3	4	5
Economic	1	2	3	4	5
Data Security	1	2	3	4	5
Environmental	1	2	3	4	5
Regulatory	1	2	3	4	5

External Threats Subtotal _____

INTERNAL THREATS

Rate your internal factor vulnerability from 1 (worry free) to 5 (you've had reason for concern, high risk).

	<i>low risk</i>				<i>high risk</i>
Personnel/employees	1	2	3	4	5
Culture	1	2	3	4	5
Board	1	2	3	4	5
Investors	1	2	3	4	5
Processes	1	2	3	4	5
Infrastructure, vendors, suppliers	1	2	3	4	5

Internal Threats Subtotal _____

GOVERNANCE/MANAGEMENT ISSUES

Rate your communications preparation from 1 (plan in place, well-prepared) to 5 (no plan, never discussed)

	<i>well prepared</i>				<i>no plan</i>
Risk philosophy	1	2	3	4	5
Core values	1	2	3	4	5
Oversight/visibility	1	2	3	4	5

Governance/Management Subtotal _____

TOTAL RISK SCORE _____

RISK ASSESEMENT SCORING

15 – 30 Airtight	30 – 40 Slow leak	40 – 55 Losing pressure	55 – 70 Pull over... FAST!
-----------------------------------	------------------------------------	--	---