ATTANZ RESEARCH

8-WEEK MARKET INTELLIGENCE EDGE PROGRAM

WEEK 6 OF 8

WEEK 6: MANAGE RISK BEFORE IT IMPACTS YOU

Identify potential threats, assess their impact and put in place actions to protect your advantage.

WHY THIS MATTERS

Risks rarely appear suddenly. They emerge as weak signals long before they become major threats.

Organisations that identify and manage risks early are more resilient, adapt faster and protect their opportunities.

Good risk management isn't about avoiding risk – it's about being prepared.

YOUR OBJECTIVE THIS WEEK

Build a clear view of the risks that could affect your market position, assess their likelihood and impact, and prioritise the ones that need action.

PRINCIPLE: ANTICIPATE → ASSESS → MITIGATE

ANTICIPATE
Scan the horizon for potential threats.

ASSESS
Evaluate likelihood and impact on your objectives.

MITIGATE
Prioritise and act to reduce exposure and strengthen resilience.

THE 5 AREAS TO EXPLORE

Use these areas to identify and assess the key risks in your market environment.

1 COMPETITIVE RISKS

Changes in competitor behaviour that could erode your position.

- New entrants or disruptive business models
- Aggressive pricing or promotional activity
- M&A activity creating stronger rivals

2 CUSTOMER RISKS

Shifts in customer needs or behaviour that could reduce your relevance.

- Changing preferences or expectations
- Switching to alternatives
- Reduced demand or customer churn

3 MARKET & ENVIRONMENT RISKS

External factors that could impact your market.

- Economic downturn or volatility
- Regulatory or policy changes
- Technological disruption
- Social, environmental or geopolitical shifts

4 OPERATIONAL RISKS

Internal vulnerabilities that could disrupt delivery or performance.

- Supply chain or supplier dependency
- Key talent or capability gaps
- Process, system or quality failures

5 FINANCIAL RISKS

Financial pressures that could limit your flexibility or growth.

- Cash flow or liquidity constraints
- Rising costs or margin compression
- Currency, credit or funding risks

SOURCES OF EVIDENCE

Use a mix of sources to spot risks early and validate your view.

INDUSTRY REPORTS & ANALYSTS

Identify emerging threats, trend shifts and structural changes.

NEWS & REGULATORY WATCH

Monitor policy changes, legal developments and macroeconomic updates.

CUSTOMER & MARKET FEEDBACK

Listen to customers, frontline teams and partners for early warning signs.

INTERNAL DATA & KPIS

Track leading indicators, performance anomalies and operational metrics.

EXPERT NETWORK & PEER INSIGHTS

Leverage external perspectives to challenge assumptions and spot blind spots.

RISK PRIORITISATION FRAMEWORK

Focus your time and resources on the risks that matter most.

IMPACT \ LIKELIHOOD	Low		High
High	MONITOR Keep under review	MANAGE Develop response options	CRITICAL Act now
	LOW PRIORITY Keep informed	MONITOR Track closely	MANAGE Plan mitigation
Low	LOW PRIORITY No action needed	MONITOR Reassess later	MONITOR Watch for change

A COMMON TRAP

Reacting to every possible threat or focusing on low-impact risks. This leads to wasted effort and missed opportunities.

- Not all risks deserve attention
- Poor prioritisation dilutes focus and resources
- Blind spots are often your biggest risk
- Slow decisions turn risks into crises

WEEK 6 STRATEGIC INSIGHT

The goal isn't to eliminate risk.
It's to see it coming, understand its impact and be ready to respond.
The most resilient organisations don't avoid uncertainty – they prepare for it.

TURN INSIGHT INTO ACTION

- ☑ List the top risks across the five areas.
- ☑ Assess likelihood and impact using the framework.
- ☑ Prioritise the top 3-5 risks.
- ☑ Define mitigation actions and assign ownership.
- ☑ Review regularly and update as the environment changes.

NEXT UP:

Week 7 – Refine Your Strategy

Use your intelligence to sharpen your strategy, focus your resources and create a plan to win.

MAKE BETTER DECISIONS.
DRIVE BETTER RESULTS.
Intelligence today.
Advantage tomorrow.

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