



STRAIGHT TALK ABOUT RISK AND PERFORMANCE MANAGEMENT

This exclusive **one-day gathering features keynote presentations from risk management professionals, practitioners and educators from around the globe.** You will meet to discuss the key strategic and operational trends and critical issues facing today's organizational leaders.

You will **leave with new ideas to create value, mitigate risk and make lasting connections with other leaders who are defining this new and incredibly important role for their organizations.**

A New Dawn for Risk Management

Thursday, April 24, 2008





**Conference Chair: Dragica Grbavac, Program Director,
Centre of Excellence in Risk Management**

This is the premier Risk Event of 2008 and I'm delighted to be a part of it. World class experts will speak on risk issues that are foremost in the minds of business leaders everywhere. Subjects will address risk issues related to:

**IT - Human Resources - Finance - Innovation -
Strategy - Governance - Compliance**

Join us for Coffee and Breakfast from 7:15 a.m.

Welcome and Opening remarks at 8:15 a.m.

**Are You Ready for Some Straight Talk About The Risks Affecting Your
Business or Division?**

If you are **an experienced leader** in your organization, you understand that **managing risk is a major part of your leadership mandate. Yet few leaders have been formally trained in the discipline of Risk Management.** We invite you to be a part of the first Canadian conference organized by the Schulich Centre of Excellence in Enterprise Risk Management. **This specialized briefing requires just a one-day commitment of your time -- April 24, 2008 --** and will give you the knowledge and framework to control risk for years to come. **Expand your risk leadership horizons in just one day of action learning; book today to reserve your spot.**

The Day's Overview

This exclusive **one-day gathering features keynote presentations from risk management professionals, practitioners and educators from around the globe.** You will meet to discuss the key strategic and operational trends and critical issues facing today's organizational leaders. You will **leave with new ideas to create value, mitigate risk and make lasting connections with other leaders who are defining this new and incredibly important role for their organizations.**

- o Hear the latest on **leading risk management practices**
- o Explore the **impact of culture and leadership** on the effectiveness of your risk management efforts
- o Get the "Straight Talk" on how to create the right platform to make risk management more effective
- o Learn about the **"Six Laws"** for reducing risk
- o Learn from the **success stories** of our expert panel
- o Share your risk management experiences with your peers
- o Enhance your **global network** of risk management contacts

8:30-9:45 am "The Relevance of Risk: Hitting your Goals by Knowing What Matters"

DAVID APGAR, In an age of information overload, what's relevant to what you're trying to do? The trouble with that is not just that it's confusing, it's that the data have conflicting implications. David reveals how to find what information is most relevant despite the overload. As raw data gets cheaper to generate, our information resources bury decisions under ever higher piles of conflicting data. Risk Managers often feel they have to monitor everything that could possibly go wrong in their organizations. During this presentation David will explore:

- o The core challenges before **finance professionals** of reporting financial information to improve performance without over-whelming their organization
- o How **HR executives** can design performance goals to develop high-potential staff
- o The increasingly intense performance assessment demands on **IT groups** reflected in the proliferation of project management offices

9:45 - 10:00 a.m. Morning Break

10:00-12:00 "Straight Talk and Risk Reduction"

BOB PHILLIPS: In recent years many have questioned whether "Corporate Integrity" is an oxymoron. For most companies, fortunately, the problem is not whether to have integrity and accountability, it's how to integrate such practices into the culture so that they are rewarded, self-perpetuating and virtually automatic. During this **WORKSHOP**, Bob gives you a template for creating and sustaining a business environment that values "Straight Talk". Learn about the **Kumbaya Syndrome** that may be a poison in the organizational decision making process. Explore:

- What is **Straight Talk** in an organization?
- Is the **culture** of your organization open to straight talk
- What is the role of **leadership** in developing a culture of straight talk
- How to apply the "**Six Laws**" and reduce the risk and increase employee commitment

1:00-4:30 pm Share Your Experience: Participate at a Roundtable

Business Leaders Perspective: (Keynote)

MICHAEL RAYNOR: Innovation unlocks value for the future. Strategies are flawlessly prepared but somehow something didn't work. Was it the idea, the execution, the risks, the skills or poor assumptions? How do organizations prepared for a future of managing the unknown and/or the unpredictable?

Innovator's Perspective:

ED BERNACKI: Businesses today know they have to innovate to get better performance, but too often associate innovation with risk. That notion may be ill conceived. Ed speaks about innovation and risk in a jargon free way that leaves people saying, "I never thought of that before." He specializes in service sector innovation.

Convergence of Governance, Risk and Compliance Perspective:

PETER JACKSON: The Board's role in managing risks -- How to keep the Board focused on what is relevant to its mission as an organization?

Academic Perspective:

DR. JOHN SHORTREED: *What we learn from business now, we have to adapt quickly to teach.* More and more professionals rely on the continually current expertise of 'consulting academic professionals'. This new breed of consulting professional has been among us for many years, but now the pressure is on them to speed the pace of new learning and practical application.

Distinguished Speakers



DAVID APGAR: is the author of *"Risk Intelligence: Learning to Manage What We Don't Know,"* published by Harvard School Business Press 2006. He is also managing director of the Corporate Executive Board, where he has research management responsibility for the firm's corporate treasurer and controller practice.

Prior to that, David was responsible for numerous finance company, bank and insurer M&A assignments as a vice president in Lehman Brothers' Financial Institutions Group, and for building a framework for bank security sales as Senior Policy Advisor to the Comptroller of the Currency. David also teaches a course on Risk Management and Development at Johns Hopkins' School of Advanced International Studies.



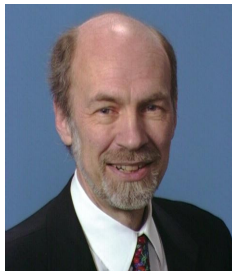
BOB PHILLIPS: has more than 30 years experience in human resources, working with corporate leaders such as Andy Grove at Intel. In his book, *Absolute Honesty*, Bob explores what Forensic accountants have known for years as a rule of thumb: 20% of employees would NEVER steal, or do anything illegal or unethical, while 20% WILL and 60% can be *influenced*.

Ignoring this rule leaves organizations wide open to operational risk and impacts the bottom line. This session on *"Straight Talk"* will show you how to establish a standard of communication with your team that encourages open discussion and healthy debate, doesn't mince words and, most of all, creates a team that is guided by a sense of right and wrong.



MICHAEL RAYNOR: is a Distinguished Fellow with Deloitte Research and works with clients worldwide. Michael's work on *The Strategy Paradox* is the culmination of his extensive research into strategic flexibility. He works with senior executives in the world's leading corporations across a wide range of industries, including telecommunications, media and entertainment, pharmaceuticals, medical devices, energy, and manufacturing. His client work, research, writing, as well as his speaking engagements focus on generating returns – competitive strategy – and reducing risk.

Michael was born in Brantford, Ontario, the same town as Wayne Gretzky...but he can't play hockey nearly as well. He holds an undergraduate degree in Philosophy from Harvard College (1990) in Cambridge, MA, where he graduated Magna cum Laude.



PETER D. JACKSON: works with organizations to assist them with Risk Management and Corporate Governance strategies. He assists executive management to design suitable enterprise-wide programs, gain operational buy-in and achieve effective implementation. In the Corporate Governance field he facilitates strategic planning, board retreats and board self-evaluations, and the related upgrading of governance policies and practices. While at the Canadian Institute of Chartered Accountants, Peter developed the Criteria Of Control (CoCo) model.

Peter is a principal of **RISKWAVES CORP** and a member of faculty at the Schulich School of Business (York University) and the DeGroote School of Business (McMaster University).



ED BERNACKI: Albert Einstein once suggested, "You can't solve a problem with the same thinking that created it." No one understands this better than Ed. As a speaker, writer and consultant on the use of innovative thinking and creativity in business, Ed shares his perspectives with business owners, associations and executives to create innovative opportunities and solutions to business challenges.

Businesses today know they have to innovate to get better performance, but too often associate innovation with risk. That notion may be ill conceived. Ed speaks about innovation and risk in a jargon free way that leaves people saying, "I never thought of that before." He specializes in service sector innovation.



DR. JOHN SHORTREED: Dr. Shortreed is Professor Emeritus of Civil Engineering and the Director at the Institute for Risk Research at University of Waterloo. He has over 27 years experience in risk management particularly over the last 10 years as the Canadian representative to ISO for ISO 31000, an international standard for risk management. Other notable highlights include the Krever committee on the safety of the blood system today, NERAM international colloquium series on Air Pollution and Health, conference on total quality for drinking water systems, Canadian Standards Association risk management committee (Q850), member of Canadian advisory committee on Xenotransplantation, and risk assessment of emissions from Canadian refineries. He is highly interested in demonstrating cost effectiveness and innovative applications of risk management.