Session: April 10, 2014

MANAGING THE MESSAGE: THE IMPORTANCE OF EFFECTIVE COMMUNICATIONS IN MANAGING RISK

In the fourth session of the Risk Institute Executive Education Series, Fisher College of Business Dean, Chris Poon, and Senior Lecturer, Jeff Rodek discuss the role of internal communication between senior management and the board of directors, as well as communications with key stakeholders, investors, analysts, regulators and the media, during good times and importantly during crises. The mindset and attributes of leaders who successfully led their organizations through crises also will be emphasized. The session underscores how strong and structured communication is central to enhancing a company’s risk management function.

The Risk Institute Executive Education Series is an integrated approach to risk management. Recognizing the interconnectivity between organizational value drivers and the significant risks facing an organization, the series challenges participants to think about the evolving role of risk management within business strategy and value creation.

Executives will learn:

- keys to communicating a common message to a heterogeneous group of the organization’s stakeholders, both internal and external, during a crisis
- how senior management’s mindset towards risks facing the organization prior to a crisis can affect both their mindset and communication during a crisis
- the key attributes of leaders who are successful in leading their organizations through a crisis
- the importance of balancing internal communication across functions with external communication
- the role of transparency in communication

TAKE AWAY REAL-WORLD SKILLS AND EXPERTISE.

The Risk Institute is a collection of forward-thinking companies that know understanding risk and effective risk management strategies not only protects their organizations, but also positions them to create growth and value in a competitive, dynamic marketplace. The Risk Institute Executive Education Series will arm professionals with fresh perspectives and approaches to:

- Identify, measure, and respond to risks critical to organizational success
- Use economic and strategic analyses to turn data and information into insight for more competitive and sustainable business advantages
- Implement effective messaging of risk management and organizational policies and strong governance for an integrated value-creating risk management function
- Avoid the common mistakes of conventional risk management approaches
- Create an organizational culture that manages risk proactively by allowing ideas, innovation, and initiatives to flourish
SESSION AT A GLANCE

WHAT:
Managing the Message:
The Importance of Effective Communications in Managing Risk

WHERE:
Fisher College of Business
Pfahl Hall Conference Center
The Ohio State University
280 West Woodruff Ave.
Columbus, Ohio 43210

WHEN:
April 10, 2014
8:00 AM - 12:00 PM

WHO:
Direct reports to C-level executives such as SVPs, VPs,
and business unit leaders charged with driving growth
and creating value while managing risk.

UPCOMING SESSIONS:
Thursday, May 15, 2014
8 a.m.-Noon
Enabling the Right Risk Culture: The Role of Governance, Compliance, and Incentive Compensation

COST:
Each half-day session is $495

LEARN & COLLABORATE WITH TOP-RANKED FISHER COLLEGE OF BUSINESS FACULTY AND BUSINESS LEADERS.

Christine A. Poon, Dean and John W. Berry, Sr. Chair in Business — Christine A. Poon was appointed Dean and John W. Berry, Sr. Chair in Business at The Max M. Fisher College of Business at The Ohio State University in April 2009. Poon comes to Fisher after a 30-year career in the health-care industry, most recently as vice chairman and worldwide chairman of Pharmaceuticals at Johnson & Johnson. She served as a member of the company’s Board of Directors and Executive Committee and was responsible for managing the pharmaceutical businesses of the company. Her areas of expertise include domestic and international business operations and sales and marketing. Prior to joining Johnson & Johnson, Poon spent 15 years at Bristol-Myers Squibb, where her most recent position was president of International Medicines. During Poon's corporate career, she was routinely included in Fortune Magazine's list of the 50 most powerful women in American business and Forbes’ 100 Most Powerful Women list. She was named Woman of the Year by the Healthcare Businesswomen's Association in 2004 and named Business Leader of the Future by CNBC/Wall Street Journal in 2005. In 2011, Poon was elected to the Board of Directors of the Graduate Management Admission Council.

Jeff Rodek, Senior Lecturer in Management and Human Resources — Jeff Rodek is a well-recognized expert on business performance. His areas of expertise include leadership effectiveness and corporate turnarounds. Rodek joined the faculty at Fisher College of Business in July 2007. Prior to Hyperion's sale to Oracle in April 2007, he was the Executive Chairman of the Board and former CEO of Hyperion Solutions, Inc., the global leader in Business Performance Management software, and a company named in 2004 as a Fortune's 100 Best Companies to Work For and listed on the Forbes 200 Best Small Companies. Rodek serves on the Board of Directors of Accelrys, Inc., a leading scientific enterprise R&D software company, PTS Physicians, BriefLogic and Resource, Inc. He also is a member of the Board of the Civil War Trust. Rodek previously was a board member of Hyperion Solutions, Corporate Software, EXE Technology, Accretive Commerce, and Axiant, LLC, in addition to multiple not-for-profit organizations.

Bernadette Minton, Professor of Finance — Bernadette Minton leads curriculum development at the Risk Institute, and is the Academic Director for the Risk Institute Executive Education Series. As a co-director of the Fisher finance PhD program, Professor Minton works closely with future finance thought leaders. She teaches corporate risk management and corporate finance to Fisher undergraduate business students, and has taught related topics for Fisher’s executive education programs.

LEARN MORE:
For additional program details, contact:
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Here is a quick link to register individuals from your organization for this, and any of the upcoming sessions: go.osu.edu/manage-risk