ECONOMICS, STRATEGY, AND RISK

It is becoming increasingly important to understand the underlying economics of a company’s competitive environment, including industry and consumer dynamics, and the strategies available to be proactively competitive. It is equally important to understand the role of the leadership in remaining competitive, so that an organization’s drivers of value do not become sources of risk.

In this session of the Risk Institute Executive Education Series, Fisher College of Business Professors, Jay Anand and Karen Wruck, and Practitioner Expert, Rick Funston, Funston Advisory Services, discuss how to use economic and strategic analysis to understand an organization’s ever-changing competitive environment and develop specific strategic responses that consider risk implications.

The Risk Institute Executive Education Series is an integrated approach to risk management for both value creation and value protection. Recognizing the interconnectivity between organizational value drivers and the significant risks facing a company, the series challenges participants to think about the evolving role of risk management within business strategy and value creation. Ideal participants for this session are senior executives across the organization who report to C-Level executives.

Executives will learn how to:

• Identify risks to the organization’s business model, respond to business environmental shifts, and understand sustainable advantages and competitiveness by using economic and strategic analyses
• Utilize strategic alliances, mergers and acquisitions, and divestures as corporate strategies in response to and in anticipation of a changing competitive eco-system
• Successfully integrate the role of the organization’s leader into the firm’s competitive strategy
• Turn information into insight for a more competitive and sustainable business advantage

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 protect their organizations, but also position 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:
Connecting the Dots: Economics, Strategy, and Risk

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

WHEN:
February 13, 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, April 10, 2014
8 a.m.-Noon
Managing the Message: The Importance of Effective Communications in Managing Risk

Wednesday, May 14, 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.

Karen Wruck, Dean's Distinguished Professor; Professor of Finance — Karen Wruck focuses her research in corporate finance, restructuring, financial distress, governance, and management compensation. She has published numerous articles in leading academic journals, and her opinion has been highlighted in business periodicals. She is an associate editor for the Journal of Financial Economics, Journal of Corporate Finance, Journal of Financial Research, and European Financial Management.

Jay Anand, Dean's Distinguished Professor of Corporate & Global Strategy — Jay Anand regularly consults and conducts executive education programs with companies all over the world. He has worked in more than a dozen countries in Africa, the Americas, Asia, and Europe. He has appeared on ABC, NBC, CBS, and Summit Business TV and has been referenced in The Economist, The Wall Street Journal, USA Today, The CEO Magazine, Knowledge@Wharton, and other popular media in several countries.

Rick Funston, Managing Partner; Funston Advisory Services LLC — Rick Funston's expertise focuses on the interrelationship between governance, strategy and risk, and he is a frequent public speaker, both domestically and internationally. Funston retired from Deloitte & Touche LLP in May 2010. Prior to his retirement, he was the National Practice Leader for Deloitte's Governance and Risk Oversight Services. In that capacity, he served many of Deloitte's largest domestic and global clients, and was responsible for the thought leadership that currently underpins Deloitte's global pre-eminent position in risk intelligence. Funston is the principal author of "Surviving and Thriving in Uncertainty: Creating The Risk Intelligent Enterprise™" published by John Wiley & Sons in April, 2010.

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: Michelle Norris, Program Manager norris.83@fisher.osu.edu
614.292.8574

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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