

Types of Risk that Could Threaten a Business

This is a class brainstorming exercise. Class facilitator introduces the topic of “business risk” and defines in basic terms such as the following:

“Business risk is **any internal or external person, event, or force** that threatens the health and viability of the business.”

1. Ask the class participants to give examples of **Business Risk**:
2. Capture the suggestions on a white board as either **internal** or **external** risk factors.

List possible types of risk:

Internal	External

3. After capturing all class ideas, the facilitator will label them either as person (P), event (E), or force (F).
4. Discuss possible ways to prevent, minimize, or eliminate each suggested type or category of risk.