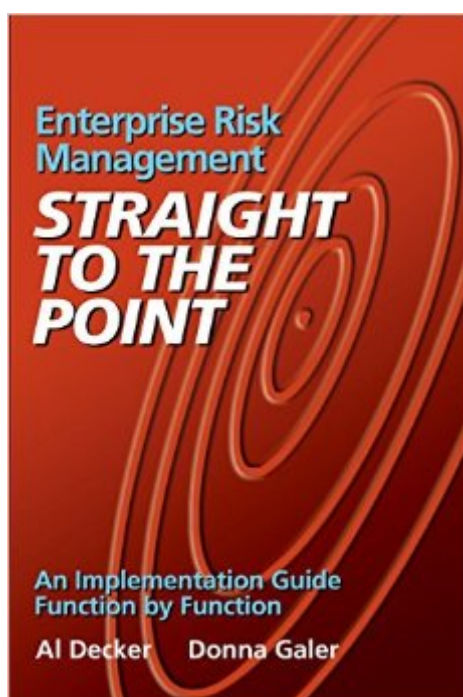


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# Enterprise Risk Management - Straight To The Point: An Implementation Guide Function By Function (Viewpoints On ERM)



## Synopsis

This book clearly and concisely describes a real world approach to use in determining how business risk can affect top priority business strategies and how to develop action plans for addressing them through Enterprise Risk Management (ERM). It can be a valuable reference tool for Board Directors, Corporate Executives, CROs, Risk Managers or anyone in a leadership position. This book, and its companion book Enterprise Risk Management â€” Straight to the Value, will give you a methodology for managing the organization's most critical risks thus enabling the enterprise to meet its strategic goals and objectives. It was made to be shared among executive teams or members of risk committees so they are all working from a common vocabulary and understanding of ERM. The link between strategy and ERM is well illustrated in the case study. Straight To The Point clearly explains the steps necessary to achieve an effective ERM process through a unique methodology for identifying and prioritizing risks across business functions. It provides tools including, an initial set of risks by functions, sample reports and a case study that ties everything together thus providing the reader with a practical guide for implementing ERM. Here is a synopsis of the contents. Part I â€” ERM Guide Points: Guide Points to consider when developing an effective ERM process plan, including selling the concept, how to tie ERM to strategy, and democratizing management of enterprise risks. Part II â€” ERM Process Points: A unique methodology for: - Identifying risks from practical business perspectives - Leveling the playing field for prioritizing risks consistently across the enterprise - Developing business process based mitigation - Effective monitoring and reporting Part III â€” ERM Function by Function: Describes five major business functions that are common to most organizations emphasizing that ERM is far more than just financial risk. Part IV â€” Case Study: A real world based case study that follows the methods described in this book and ties it all together.

## Book Information

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## Customer Reviews

The authors present it as a book on Enterprise Risk Management (ERM), more specifically a book that will help the ERM leader to practice a better risk management. They claim that this is the book that the ERM leader should hand to its functional leaders to practice a sound risk management. In my opinion the book falls very short of this ambitious objective. The book is way too short to discuss with some minimum level of needed detail the complexities of ERM. The book has four parts and eight appendixes (all in 142 pages including the Endnotes). Part I, the book's most interesting portion, has eight Guide Points that give a nice flavor of ERM. It is not detailed, there is no description, but a reader can get a rough idea of what ERM means in just a few minutes. In these fifteen pages, the authors briefly define ERM, explain the importance of linking it to the business model and its strategy, and mention the importance of approaching all the risks in a combined fashion. Part II provides a (too) brief discussion of five important points in ERM: Identify, Prioritize, Mitigate, Report and Measure. Independently of agreeing or not with the book's approach, the way this is treated is, again, too short (25 pages for the five points), so we do not have the chance of learning from it. Part III discusses five functions of the firm: Finance, Human Resources, Marketing, Information Technology, and Investor Relations. In my opinion, again, the discussion is way too short, but it is also difficult to understand why we do not see a discussion related to other areas of the firm that are equally important for risk management like for example; Operations, Security, Supply Chain, etc. Part IV discusses a short case in which the authors discuss the application of ERM through the Process Points of Part II.

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