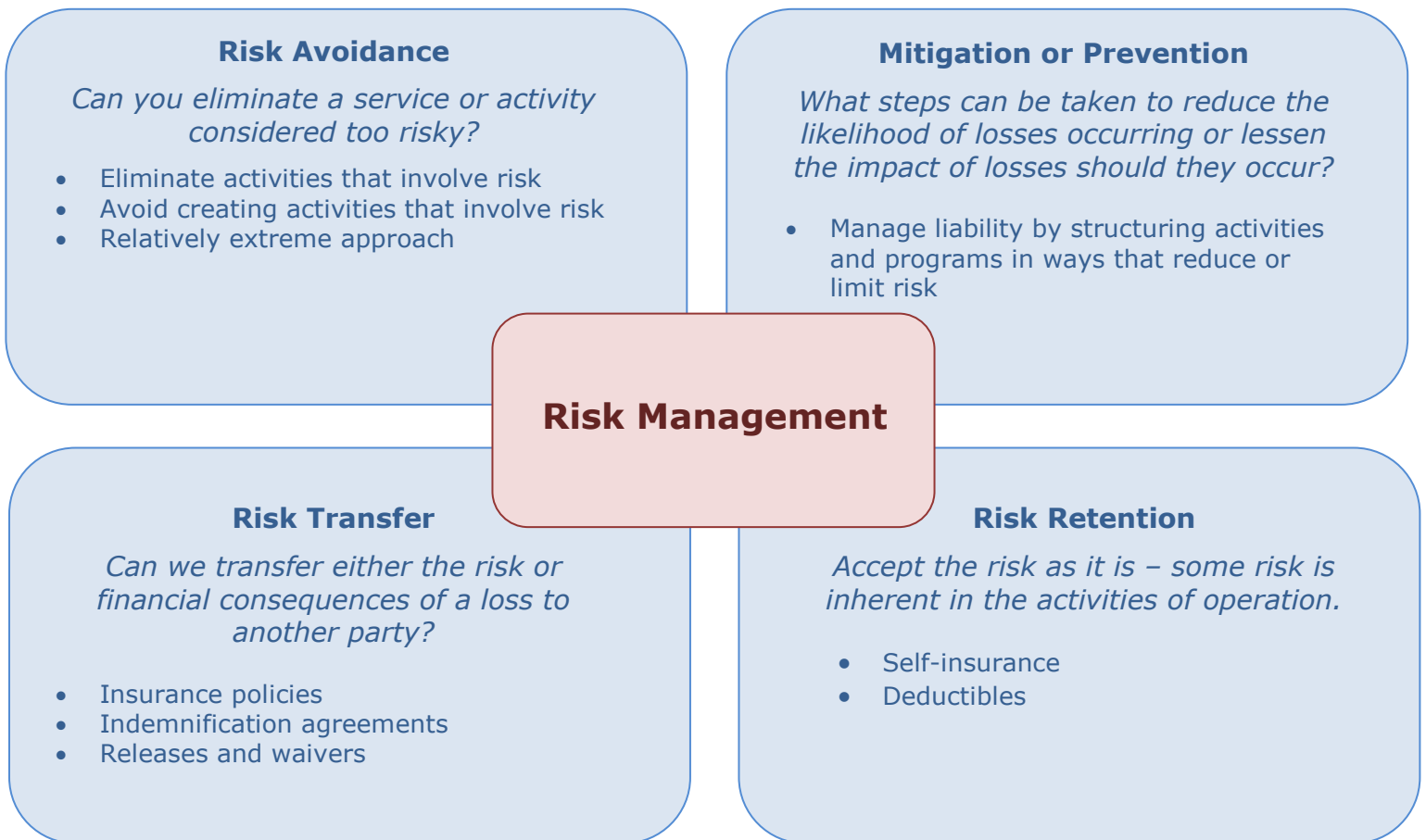


# FOUR COMPONENTS OF EFFECTIVE RISK MANAGEMENT

**Risk management** is the identification, assessment and prioritization of risks and the subsequent coordinated and economical application of resources to minimize, monitor and control the probability and impact of losses. Effective risk management activities create value and should be an integral part of the decision-making process. How does risk management impact your organization?

- Opportunity for better pricing on insurance premiums
- Saves out-of-pocket costs like deductibles
- Ensures a safe and stable environment for employees and volunteers
- Helps you understand and be prepared for risks before losses occur

**Strategies** for addressing an identified risk typically include two of the following:



The insurance professionals at Clarke & Sampson, Inc. have a variety of resources to help you build an effective risk management program.