

Quarterly Risk Assessment

Today's threat landscape is evolving constantly, and organizations need to be prepared to confront a myriad of issues that can impact both reputation and business operations—particularly in a presidential election year. Routine risk assessment is a foundational practice to understand your company's current risk profile and the macro environment, and determine where attention, time and resources must be dedicated in anticipation of what may come.

MikeWorldWide's (MWW) Quarterly Risk Assessment is conducted as either a standalone project or companion to any existing crisis and issues management effort to ensure that your organization's preparedness and people are up-to-date and most effective. The assessment is a four-part, collaborative process that involves both members of the current account team and MWW's seasoned crisis and issues management leaders. MWW's senior crisis team brings decades of experience-based insight together with the latest in predictive analytics to provide a robust, actionable report to inform communications planning and decision making.

ISSUE IDENTIFICATION

Working in partnership with the MWW account team and our proprietary stack of AI powered tools, we will first identify risks that can negatively impact your reputation and have the highest likelihood to occur by walking through pre-populated lists of macro-environmental risks. Additionally, we will work with you to add in those risks that are specific to your organization and industry and are timely. This portion of the assessment will happen annually.

RISK ANALYSIS & RECOMMENDATIONS

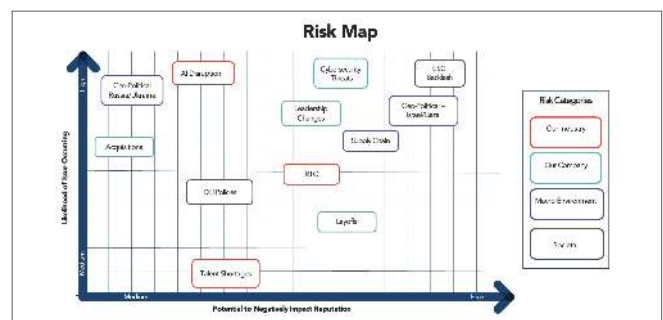
Once we have mapped organizational risk for the quarter, we will provide recommendations for addressing the most pressing issues depending on the likelihood, scope, and severity of each. For example, it may mean a dedicated monitoring effort to get ahead of a growing risk or development of response protocols and materials.

AUTOMATED ISSUE MONITORING

Identified issues along with competitors and industry news will be tracked using MWW's AI-enabled monitoring software, Newswhip. Reports will be delivered on a weekly basis to both the client and account team so risks can be analyzed in real-time.

RISK MAPPING EXERCISE

Risks will be plotted on an X/Y axis grid and prioritized by those that have the highest likelihood of occurring and highest potential to negatively impact your reputation and business operations. We will focus on those in the upper right-hand quadrant where the most imminent threats for this quarter will appear.



MikeWorldWide helps clients grow and thrive by defining the right role for their brands, services and products in the lives of their key audiences. Whether guiding health and advocacy organizations to fundraising and legislative success, or launching award-winning campaigns for leading retailers, manufacturers, and healthcare providers, we combine decades of experience with powerful insights to create positive outcomes for our clients.