



How do you Make Risk Relevant and relatable to busy and often cynical stakeholders? What should you do when internal goals and behaviours *increase* risk?

With a never-ending stream of things that *could* pose risks, it's hard to know what you *should* focus on. Once you've narrowed that down, what then? How do you manage risk with limited resources and time?

Maybe you try and explain the issues to colleagues, but they either don't get it, don't seem ready to listen, or don't want to own risks. So, you:

- Write policies and content in a void
- Estimate risk, often relying on high-level data
- Look at what others do and realise it doesn't match *your* risk exposure
- Do what's requested (by leaders answering to bankers, lawyers, insurers)
- React as issues occur

What if there was another way...?

If you're interested in:

- Manage 80% of risk issues in 20% of the time and cost
- Get AT LEAST ½ a day back each week
- And 10x your career and profile by showing your value

Schedule a strategy call (click [here](#)) or email: hello@ethicsinsight.co

PROCESS

Over a period (usually between 10–12 weeks) we will cover:

- 1) How to rightsize risk frameworks for you and your context
- 2) The 360° threat assessment – including calibrating intent & capability
- 3) Resilient 3D controls – security, predictability, and improving gaps
- 4) Impact mitigation – including getting stakeholder buy-in
- 5) Strategic risk – resilience, trust, and how to get engagement

By the end, you will know how to overcome risk resistance & resentment, and:

- Reduce risk to your organisation by 80% in 20% of the time
- Earn trust using CIA behavioural analysis hacks
- Speak C-suite and 10x your career

WITHOUT spending all your time and putting your life on hold.

CASE STUDY

Issue: My client was new into a risk role at a rapidly internationalising firm.

First, we established the organisation's story. Why risk, why now? Turns out they'd had some near misses. Should we start by fixing that? Nope.

Solution: We worked on what really mattered to the organisation. To be top-rated for sustainability within three years = better ratings, investors, terms, and more.

We got buy-in from across the organisation, in weeks. With people feeling risk-ownership was their idea. Work that would have taken years was shifting into months.

Outcome, 2yrs later: The company is on course for their accreditation, and she heads the compliance AND risk and security function, reporting to the board, and with a team of her choosing.

WHY ME?

I typically help my clients save a week or two of additional work by providing customisable and easy to digest content from the Ethics Insight library of 200+ resources.

My client relationships usually last years (even decades), across 2–4 jobs.

I answer (on average) five questions about risk management implementation (not theory), a week.

I wrote the book on bootstrapping risk and ethics programs for people like you who are required to do more with less.

The Making Risk Relevant investment is typically between \$2,500 and \$3,500 – for a 12-week, bespoke program, with a trainer with 22+ years of experience.

ABOUT ME

Ethics Insight's mission is to democratise access to both risk advice and implementation support.

Rupert Evill is the founder of Ethics Insight and leads the training work. He has operated in 50+ countries over 22-year career spanning investigations, crisis response, intelligence gathering, due diligence, counter-espionage, security, and ethics & compliance.

Rupert has trained 7,000+ people to manage risks and crises, including US and Japanese government agencies. He completed postgrad studies and became a certified trainer in behavioural analysis, investigative interviewing, crisis response, and deception detection.

➤ **Rupert is the published author of *Bootstrapping Ethics: Integrity Risk Management for Real World Application*.**