

PHC Consortium							1 Risks - All Classifications - Assignments to Ugoh, Andrew at 15/10/2024													Risk Register Extract				
ID Concern [reg.]	Category / Element	Risk Short Title	Description	Desired Outcome	Current Situation	Proposed Strategy	Risk (three-part) Statement			Current Risk			Response	Mitigating Action / Response					Manageability	Residual Risk	Risk Owner	Target Review Date	Close Date	Last Review Date
							Cause	Risk Event [uncertainty]	Consequence	Probability	Impact	Score (PxI)		ID	Action	Action Owner	Due Date	Close Date						Notes
C00008 07	M1 Project Management	Marketing the PHC Service [Ref-C00008]	Project Health Control is an innovative methodology for project governance that was first proposed in 2004 and has been applied one well over 20 project test scenarios. The concept is inherently difficult to impose as the initial value proposition applies only to the Project Owner, and the second value proposition is simply too unbelievable as a practical application. Once the first project is achieved and declared as a huge success, the service will be easy to market, but in the meantime an effective strategy is needed.	A marketing strategy in place that establishes enthusiastic following among project owners and all project participants. <div>Could Go Wrong?</div> No-one cooperates in the PHC deployment and the PHCC doesn't make it past the first project.	We are at the very beginning of marketing the PHC Service in its current consolidated clear offering. Building a foundation of supporters in government and project owner organisations. Leveraging the Community Enhancement aspect of the service to gain wide base of support.	1. CENL brainstorm on approaches using current contact list and expanding contact base. 2. Target key political figures and get them on the PHC People list as interested observers. 3. Consider a series of press releases to mark key developments.	1. Resistance and active non-cooperation by project participants. 2. Project owners unable to understand the second value proposition. 3. Market strategy not effective.	No project deployments.	1. Show stopper. 2. We have to consider the PHC concept non-viable.	5	4 H-1 C-1 Q-1 S-1	20	Mitigate	#1	Hold internal meeting on best practice for marketing locally in nigeria for promotion of the PHC Service. [Latest: Started - more scheduled (govt, ministries). Talk so far highlight need to concentrate on viable/live projects.]	Ugoh, Andrew	28Jun24	Open	3	12	Winter, David	31Oct24	Open	27Aug24
														#2	Build a list of key political figures. [Latest: Ongoing,]	Ugoh, Andrew	28Jun24	Open						
														#3	Start a series of press releases first the engagement of CENL as exclusive agent for Nigeria for PHC Service. [Latest: ongoing]	Bajrami, Remzi	28Jun24	Open						
														#4	First visit to Nigeria for David based on significant contact and confidence of winning orders. [Latest: Tentatively 25Jul24 for 5 days.]	Winter, David	31Jul24	Open						