

Risk ID	Category / Element	Risk Short Title	Description	Desired Outcome	Current Situation	Proposed Strategy
C00010 [01]	M1 Project Management	Articulating the PHC Value Proposition to Project Owners. [Ref-C00008]	The PHC Value Proposition is in two parts; (1) the introduction of Clarity and Transparency in project concerns where assigned people cannot escape their responsibilities, at a cost of employing a small dedicated team. (2) achieving whole-workforce cooperation in massive reduction in cost and timescale in return for shareout of tangible benefits of early production. Part (1) is easy to understand, but puts PHC in the realms of just another governance system. Part (2) is only achievable after some months of operation. The challenge is to convey to the Project Owner an understanding of the PHC Strategy for Part (2) which is what we all want.	Project Owner confidence to proceed with a PHC Service deployment on the basis of phase 1 bringing tangible value to the project, and the promise of phase 2 as an acceleration strategy funded by feeding back a small percentage of the perceived gain on significant early completion. The Project Owner doesn't order a PHC Service due to lack of understanding or skepticism of the phase 2 share out mechanism.	Working with CENL on building the Value Proposition for prospective clients. No clients currently in the prospect list. Agency agreement with CENL in discussion. Q&A video series in development.	* Build a strategy for approach based only on phase 1. * Build a supplementary strategy to introduce phase 2 * Record a video Q&A for client Value Proposition

What Could Go Wrong?

Risk (three-part) Statement			Current Risk			Response Type	Manageability	Residual Risk	Risk Owner	Due Date	Close Date	Last Review Date Notes
Cause	Risk Event [uncertainty]	Consequence	Probability	Impact	Score (Pxl)							
1. Non-effective explanation of phase one benefits. 2. Non-effective explanation of phase two benefits 3. Incorrectly identified target prospect. 4. Prospect skepticism of phase two affects credulity of phase one	Client doesn't understand the PHC Value Propositon	1. Reduced take up rate on approaches (wasted approaches). 2. Lost potential revenue.	4	4 H- C-3 Q-2 S-2	16	Mitigate	3	8	Winter, David	30Jun24	Open	15Oct24 Explaining the value proposition is priority to enable future video conferences and in person approaches.

Mitigating Actions / Response				
ID	Actions	Action Owner	Due Date	Close Date
#1	Build a strategy for approach based only on phase 1 benefits	Winter, David	26Jul24	Open
#2	Build a supplementary strategy for approach to introduce phase 2 benefits	Winter, David	16Jun24	Open
#3	Record a video Q&A from a slide set to explain client Value Proposition.	Winter, David	16Jun24	Open

Last 10 RM Events (Meetings/Interviews/Workshops).

Mtg.	Date	Title / Person / Department	Objective	(1 Events held.)
E0038	15 May 24	Agency Prospect Nigeria	Discussion to establish CENL Representation of Order Efficiency by Agency Agreement.	

Comments	History
25may24 - [new concern]	25may24 - [new concern]

Top Risk	Summary	Top Risk Mitigation
1	Getting the message out clearly to prospective clients about the PHC Value Proposition.	Build strategies to introduce progressively the two phases of PHC Service. First for standard introduction of the open Governance mechanism. The second for bonus based staff inducement to cooperate on bringing the project to a very early close.