

Risk ID	Category / Element	Risk Short Title	Description	Desired Outcome	Current Situation	Proposed Strategy
C00009 [02]	M1 Project Management	Relating PHC History of Deployment [Ref-C00008]	The PHC Service has a 20 year history during which time it has developed continually in its various aspects (share-out, Risk Management, Deliverables tracking etc). All deployments were done not as 'PHC Service' but just as part of David's contract assignment, many of them in secret. In promoting the service to clients, the question of 'has it been done before' will arise constantly and we need a way to answer that.	Client has complete understanding of the history of PHC Deployment and reasons for focus on Project Owner / Sponsor What Could Go Wrong? We lose opportunities through client perception of the PHC Service as not serious or untried.	Over the past 2 years on two projects with Worley, an EPC contractor, it was done openly and worked very well, but demonstrated clearly that PHC Service must be at project owner/sponsor level. Currently marketing in the right place with Nigeria as focus, with CENL as Local Rep.	1. Develop a bank of promotional materials for Agents to use in approaches to prospective clients. 2. Make a video presentation for History of PHC using past projects as reference to what aspects of PHC was developed in each instance.

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. Failed to convince Client about PHC Service credibility. 2. Lack of relevant materials in the promotional materials bank	Missed opportunity for PHC Service.	1. Missed revenue 2. Slowed growth of PHC Service deployments	4	4	16	Mitigate	1	12	Winter, David	30Sep24	Open	15Oct24

Mitigating Actions / Response				
ID	Actions	Action Owner	Due Date	Close Date
#1	Establish bank of PHC Service promotianal materials.	Winter, David	23Jun24	Open
#2	Make video presentation for PHC Origins and History	Winter, David	23Jun24	Open
#3	Establish a FAQ register and make accessible on the OE website.	Winter, David	23Jun24	Open
#4	Include PHC History as a FAQ	Winter, David	23Jun24	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

24may24 - [new concern]

History

24may24 - [new concern]

Top Risk 3 **Summary**

Client negative perception of PHC Service as not credible.

Top Risk Mitigation

Set up client education process with video presentations referencing PHC Service origin and history.