



## Speaker Background



MBA (Strategic Mgt), Bsc (Applied Acc.), CPA, FCCA, Dip (Risk Mgt)

















13years – Banking, DPFB (Meriedien Biao, Pan African Bank, EuroBank, Trust Bank, Delphis Bank, Bank Supervision, Internal Audit, Finance and National Debt Registry



2 years – Credit Risk & Enterprise-wide Risk Management



8 years – Enterprise-wide Risk Management, specialization on Non-financial Risks





## Who we are



Rísk Management/Corporate Advísory/Supply Chain Rísk/Feasibility Studies/ Financial Modelling



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Information and Communications Technology Solution Providers

Transforming process through automation







## **Infocell Corporate Profile**







- → Infocell Consulting is an African Risk Management Consultancy firm, a Consulting house based out of Nairobi offering in East, Central and Sub-Saharan Africa.
- → Our main focus in terms of client relationship is to ensure that there is adequate knowledge transfer and build enterprises to DIY capacity through extended handholding in formalization of institutional risk management process.
- → We specialize in leading risk management practices, within an overall enterprise risk management framework. We have, both as individuals and collectively, a depth of established relationships with leading players and regulators in the field of risk management.
- → We pride ourselves as leading financial advisory services firm in Eastern Africa and have championed the adoption of risk management practices in the financial markets, healthcare, manufacturing, educational, agriculture and general business arena.
- → Infocell also deals in Corporate Advisory Work and Enterprise Development projects.
- It has dealt in the following sectors Banking, Insurance, Healthcare, Manufacturing, Construction, Telecommunication, Transport and international organizations like IFC.
- → Our mission is to raise latent risk management, entrepreneurial and managerial competency of Kenyan and regional businesses, communities and organizations to become increasingly competitive and to seamlessly integrate into regional and international arena.





'To be a leading and professional firm in business and management training and consulting in Africa and Developing world".





# Select Clients

























KENYA INSTITUTE OF BANKERS









# Select Clients

#### **OUR CLIENTS**











Central Bank Kenya











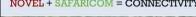






**NOVEL OFFERS ORACLE SOLUTIONS** AS A GOLD PARTNER





SAFARICOM TO OFFER COMMUNICATION SOLUTIONS







# Collaborations

# Aptivaa

150+ implementations











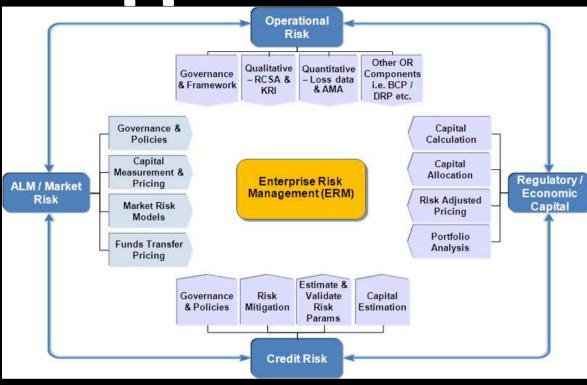








Our Approach



Consulting

The Consulting and advisory services provides clients with solutions to the issues faced at every stage of the risk management process. We look to provide value based services by using our cutting edge skill sets to put clients on par with globally suited best practices.

**Solutions** 

Solutions provides the backbone of implementation of the risk management goals ensuring that activities are process dependant rather than on a person

**Analytics** 

Analytics forms the risk / business interpretation of the risk management vision leveraging the technological platform and is result oriented





# Contact





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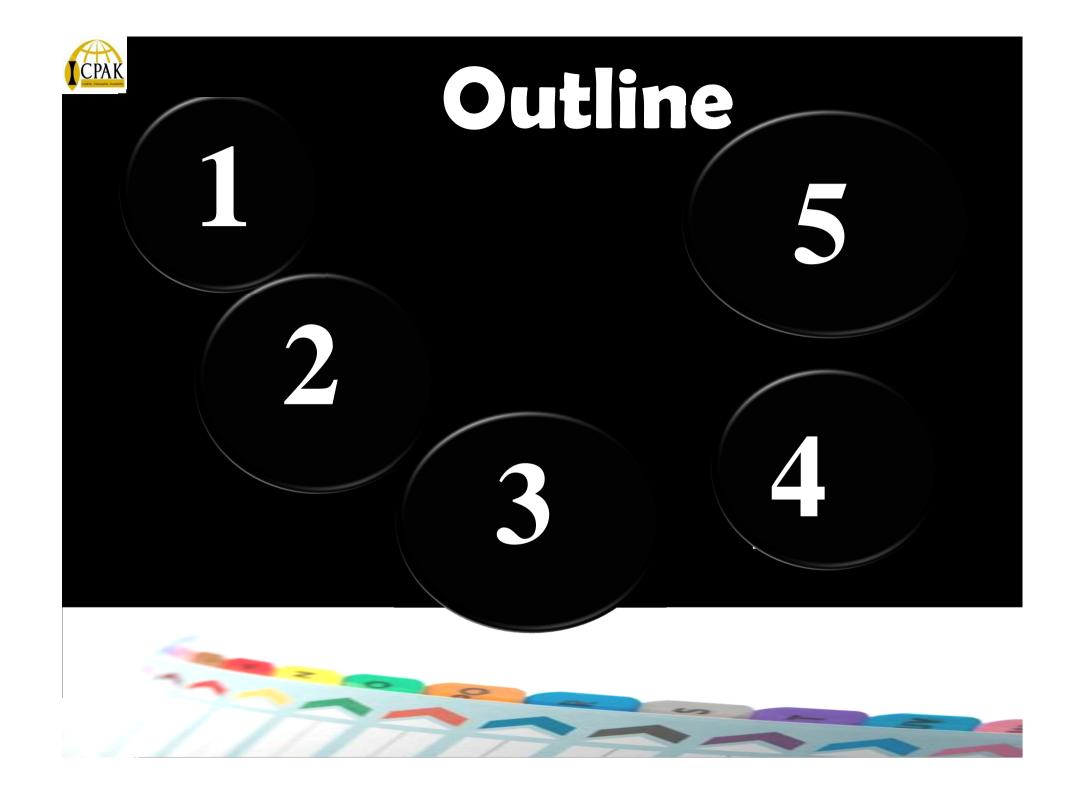
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# What is the Problem?



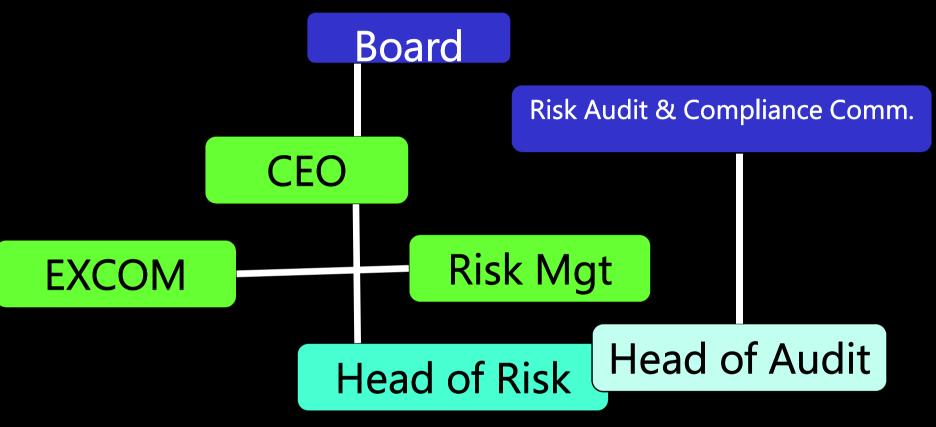
Risk management has become a key function in almost every large company, but all too frequently it makes an organization so risk-averse that initiative and innovation become paralyzed.



"Lack of Integrated approach" - ERM



# Structural Blindness



A central part of the problem is that risk managers, mainly reporting to the chief executive officer, tend to see their role as one that's apart from other employees



## Who's Responsible for Risk?

# The role of risk manager should be to help build:

- Culture that encourages all employees to take risks—prudent risks, of course.
- That builds resilience into a company without stifling progress. With shared responsibility for assessing what could put an organization at peril comes a sense of motivation, ownership, and self-reliance as well as improved decision-making
- Shift employees' attitudes about risk from one of fear and silence toward one of collaboration and teamwork.

C.M. Owns Risk

RM Steering Comm.
Oversees Risk

Mgmt. & Employees
Identify & Mitigate Risks

**Everyone is Responsible For Risk** 

As part of this transition, bring risk into the present tense and talk about it in real terms, rather than as a vague concept that employees can be reprimanded for overlooking. To deal with the external threats of hackers and lawsuits, for example, make them transparent for the employees. Communicate widely about risk. Have everyone weigh in and map out the areas they see as value rabilities. After all, the employees are in the best position to identify such vulnerable elements inside and outside the company.





## Innovations to Manage Risk Gone South

The Great meltdown 2008 Financial crisis







#### Lessons from the Global Financial Crisis

Who will save the world against the global financial system?

Wake up Mr. Regulator

"Too Big to fail"



HONG KONG MONETARY AUTHORITY





"... The general consensus is that the failure to understand the true nature of enterprise-wide risk exposures was one of the core reasons behind collective downfall of organizations.

Regulations Regulations Regulations

香港金融管理局

Change of Investor Behavior – RISK

Reduction In margin Of error Managing
Risk profile
Now a must
4
survival

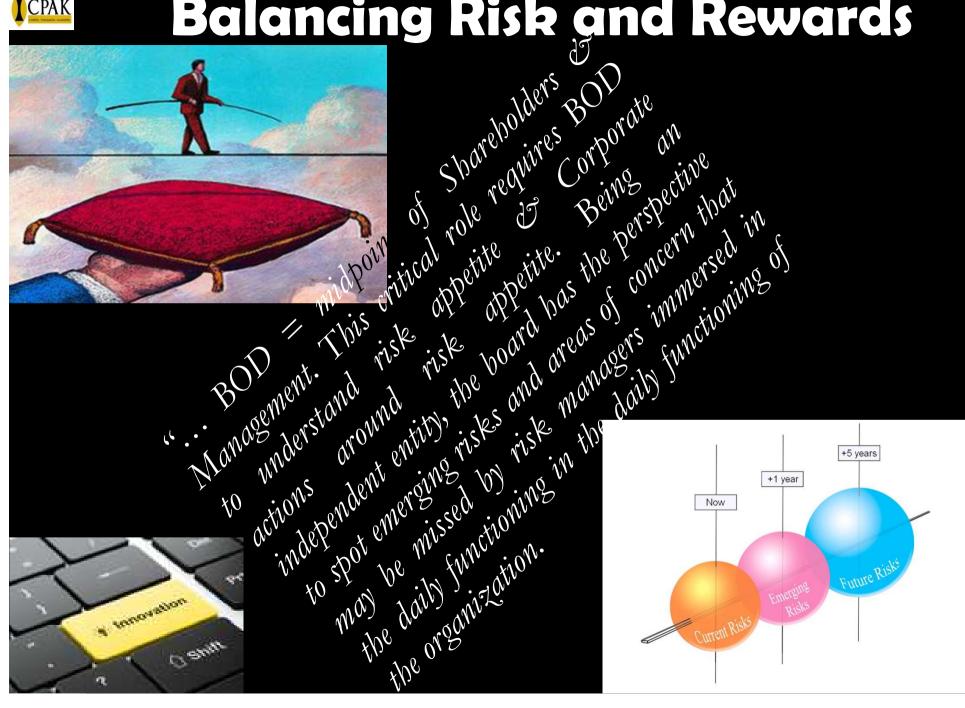
Decision
Making now
Purely based
On associated
risk





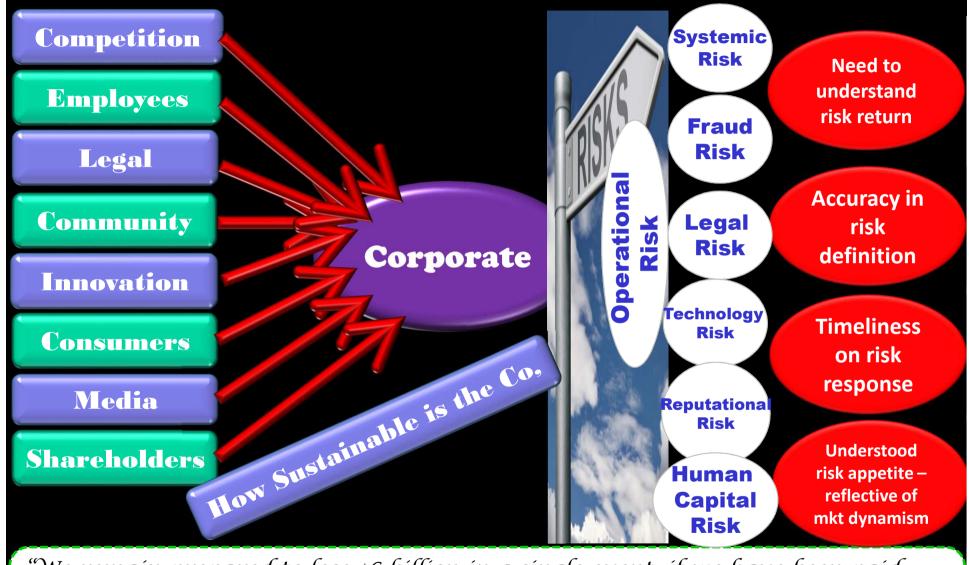


# Balancing Risk and Rewards





## Innovations increasing Risk nightmares



"We remain prepared to lose \$6 billion in a single event, if we have been paid appropriately for assuming that risk. We are not willing, though, to take on even very small exposures at prices that don't reflect our evaluation of loss probabilities.....Warren Buffer



#### Achieving Risk Intelligence through Innovation

# RISKS are part of business, but business doesn't need to be risky.

Visionary Boards
however know "there
can be no rewards
without risk taking"

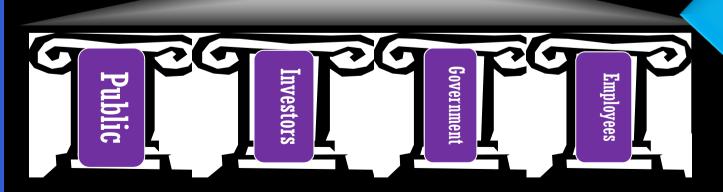
Companies that are able to distinguish, successfully, between risks that need to be mitigated and risks that can be capitalized on or optimized. They know which RISKS to focus on to maximize shareholder return. What gives them this advantage is, to a large extent, the quality of risk intelligence coupled with innovation.



## **ERM DEFINED**

"... a process, effected by an entity's board of directors, management and other personnel, applied in strategy setting and across the enterprise, designed to identify potential events that may affect the entity, and manage risks to be within its risk appetite, to provide reasonable assurance regarding the achievement of entity objectives."

Source: COSO Enterprise Risk Management



Nhat are your



**Evolution of Risk** 

Financial Risk Management

**Credit** 

Insurance

1980s

Enterprise Risk Management

**Organizational** 

**Business** 

**Operations** 

Market

**Credit** 

Insurance

1990s (Deregulation)



Insurance

Insurance

1970s



## Linking strategy to ERM thro'





#### Performance Measurement and Rewards

Measure business units on a comparable risk-adjusted basis

Rewarding managers base on these risk-adjusted returns

Encourage managers to focus on maximizing firm's value

Motivate managers to optimally manage risk/return trade-off



#### Strategy Development

Develop corporate strategies Maximizing growth in economic profitability

Improved risk/ return positioning Identify over-capitalization

Improve management signalling to shareholders



#### **Enterprise Risk Management**

Ensure adequate capital levels are maintained to protect the rating, trustworthiness and brand value of the

Risk transparency as precondition for effective management of a firm's risk profile

Provide management with consolidated, comprehensive and consistent information

Evaluates both frequent and infrequent probabilities



#### **Customer Value Management**

Utilise behaviour information to influence and optimise overall customer profitability over a long term relationship horizon

Consider risk and earnings volatility for customer market decision (solicitation, product and channel choices)



#### **Product Pricing**

Enable business and product portfolio decisions that are fully reflecting the costs of risk

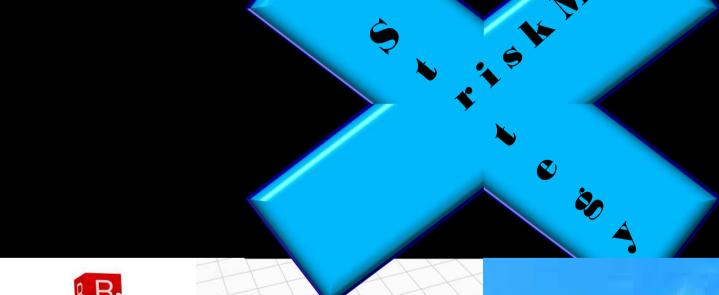
Ensure proper product pricing, ie, put in the equation of risk-return

Maximising growth in economic profitability



## ERM and Strategy are intertwined

Best Practice Model aims at creating a comprehensive view of the alignment of ERM and business risks @ strategy formulation and execution through Innovation and research







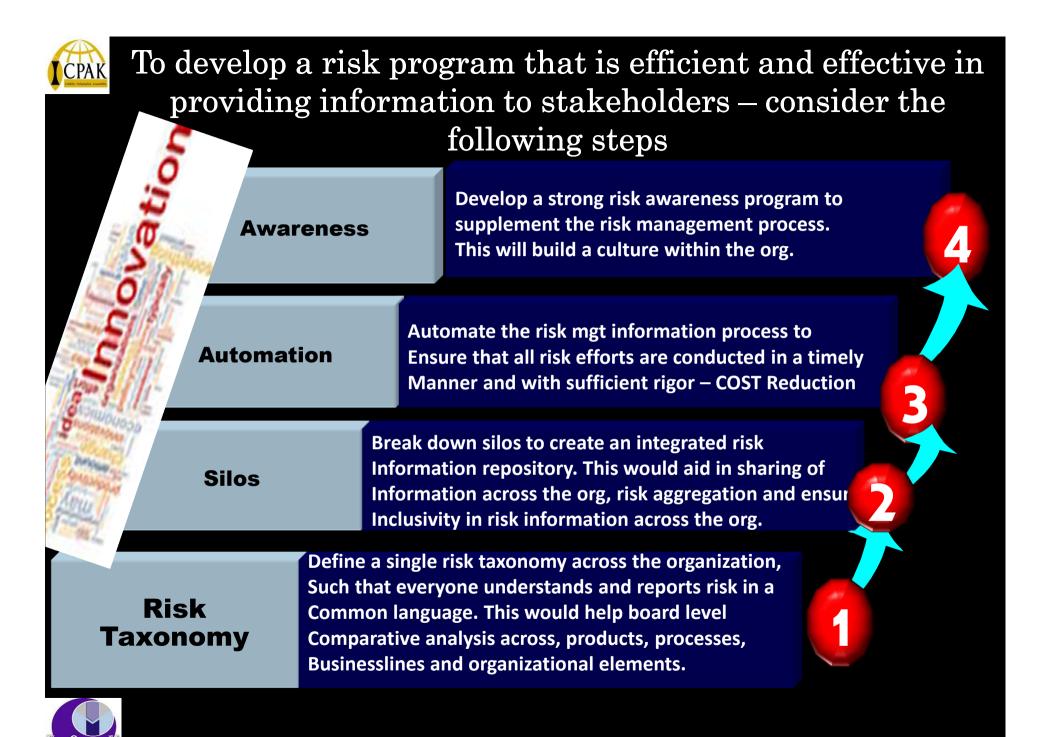




# Building an Innovative Risk Intelligence Programme

"... Even though the need for risk intelligence in strategic decision making is critical, the actual practice of providing relevant, timely and forward looking risk information to stakeholders requires innovative planning and seamless execution of an integrated and enterprise-wide risk management program"







### Framework Structure

#### Reporting

#### **Measurement and Modeling**

External Loss Data
Incidents

Policies and Procedures

**Culture and Awareness** 

Strategy, **Objectives** Risk Appetite,

Governance Structure Organizationally















 Go short of nothing but International best practice -







- It must be a consultative document
- Win the mind and souls of people
- Senior Mgt must approve it and adopt the implementation road map
- Internal Audit must give concurrence about resiliency of the framework
- BOD must approve



## Your Risk Universe

A company focused on ERM constantly assesses risk factors to ensure they reflect business realities – both quantifiable or non-quantifiable risks or Financial & Non-financial risks

Risk Framework

# Framework Definitions

#### Liquidity

Corporate Funding

Collateral Requirement

Contingency funding

#### Market

Mkt factor sensitivity

Volume Risk

Mkt Liquidity

Investment Performanc

#### **Systemic**

Inflation Risk

FX Risk

Global financial crisis

#### **Operational**

People

Process

Financial Reporting

System

External

#### **Environmental**

**Law Changes** 

Non-Compliance

Environmen tal Impact

**Environment** al Positioning

### Business & Strategic

Industry Changes

Demand Changes

Competition

**Political Risk** 

#### Reputational

Unethical behavior

Crisis Manageme nt

Association Risk

Ability to generate/obt ain sufficient cash in a timely manner to meet demands as they arise

Potential loss
arising from
adverse
movements in
external
market
valuables

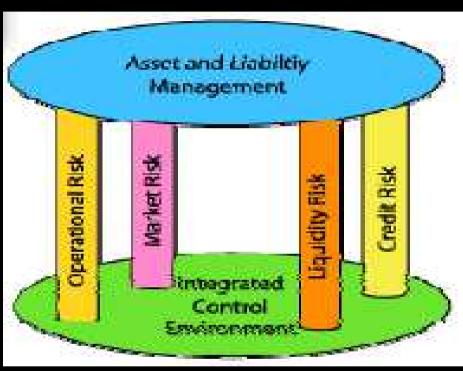
Risk of failure od market intermediaries Risk of loss from inadequate or failed internal processes, people, financial reporting, systems or external events Risk of loss and associated harm due to the company's interaction with the environment

Risk of unsuccessful performance due to potential threats, actions or events adversely affecting the organization's ability to achieve objectives Potential negative publicity regarding business practice, regardless of validity



## Why Risk Universe Description is Key





**Risk Taxonomy** 

**Clarity** 

**Consistency** 

**Focus** 

Relevancy

Resonates with Corporate strategy

**Training** 

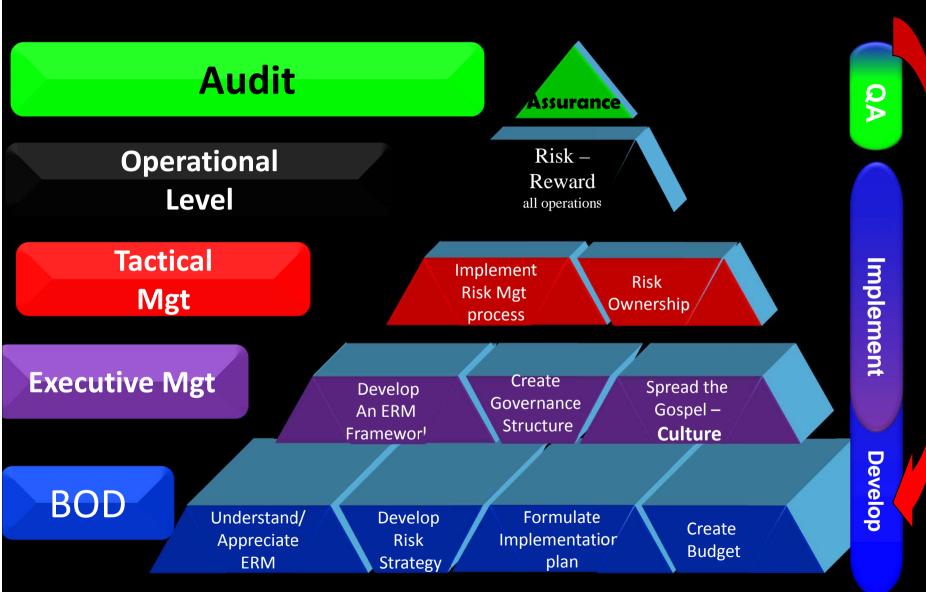
**Culture** 

**Automation** 





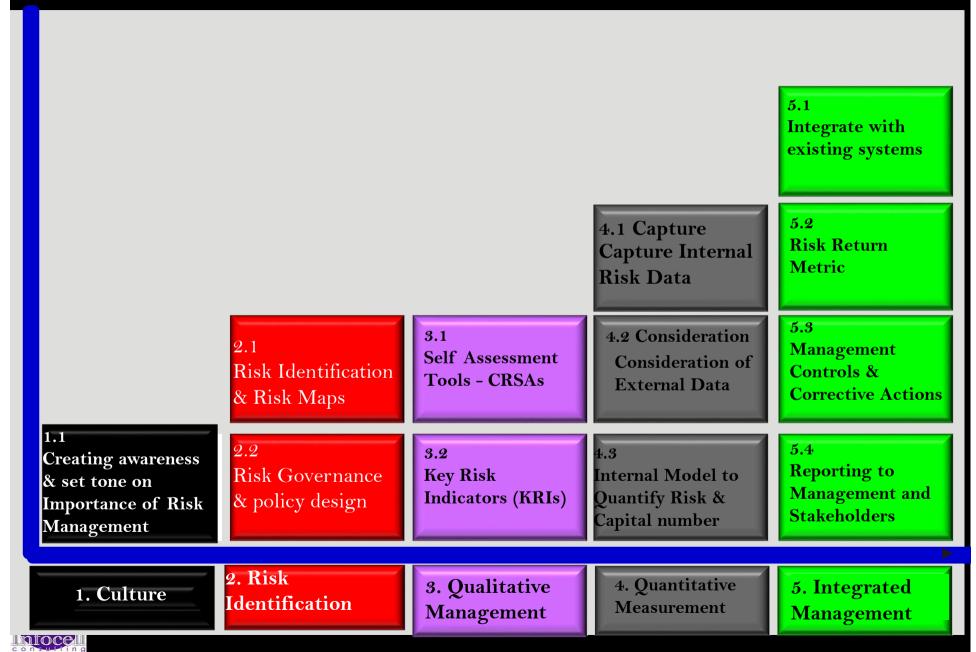
## Implementation Building Blocks







### Are we succeeding? - Measuring success









## **Objective Setting**



Set goals that align with the institution's mission and its risk appetite.

Begin with strategy. A good time to review strategic initiatives is during the planning and budgeting process.

#### **Effective Capital Mkts regulation**

To achieve our vision, how should the market look like?"

- Stability
- Safety
- Strong

#### **Integration with EA CMAs**

"To satisfy Govt. Integration agenda?

•MOUs •Single mkt

•Cost

Controls

Consider the organizational structure. Buy in is critical at al levels.

"Ask What are the most urgent risk objectives?" - strategic, compliance, financial, and operational. = Reputational

#### **Employees - Learning and Growth**

"To excel in our processes, what must our organization learn and posses?"

- New Skills
- •Continuous Improvement
- Intellectual Assets

Employees at all administrative levels of the institution also need to understand how they fit into the strategy.





## Risks Identification Process - Risk in Strategy

Start with Identifying Corporate Objectives

Ask Executives – What are we trying to achieve as opposed to – What keeps us awake at night

Focus is on the corporate goals and objectives.

Strategybased approach

Helps focus on all the risks

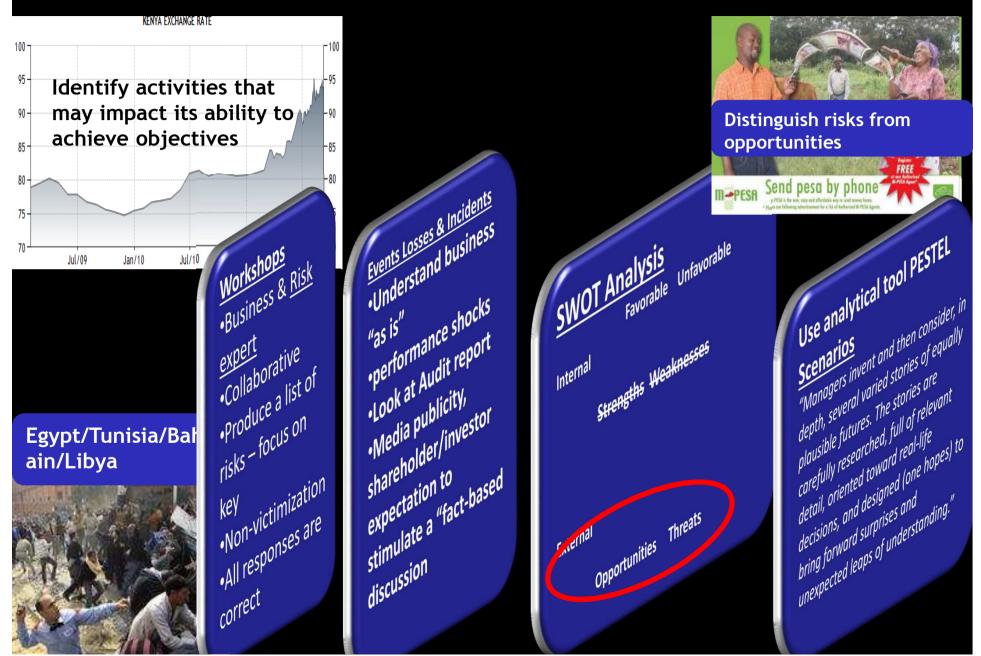
Black swans are covered

Analyze capacity of firm to meet goals

Risk mitigation is Balanced, focused & cost-effective



#### Risk Identification







#### Risk Assessments

**Inherent** risk would be identified on the basis of the likelihood and impact of risk event – No Controls considered

The control effectiveness would be assessed in terms of design effectiveness and operating effectiveness

Residual risk would be identified on the basis of the likelihood and impact of risk event after considering overall control effectiveness

#### Scale

Inherent Risks Assessment

Critical - Inability to achieve business

Constrained ability to achieve business objectives

Moderate - Moderate impact on achievement of business objectives

LOW - Limited impact on achievement of

Minor Relatively insignificant impact on the achievement of business objectives

SCALE	Descriptio n	MPACT (KES)	
5	Critical	hability to achieve business objectives, e.g.:  *Loss of signific ant business  *Massive reduction in company reputation with stakeholders  *Excessive costs dramatically impacting long term profitability and viability  *hability to attract new business  *SignificantIT disruptions leading to significant delays in business operations  *Estimate total cost is over KES 20 Mn	
4	High	Constrained ability to achieve business objectives, e.g.:  *Significant but recoverable reduction in company credibility and for reputation  *Significant reduction in service and business capability incurring excessive costs that impact current earnings and profitability  *Loss or misappropriation of significant assets  *Loss of significant number of Key personnel  *Estimate total cost is - XES 5 Man and - 4KES 20 Mn	
3	Moderate	Moderate impact on achievement of business objectives, e.g.:  Loss of high value customers or alliances Temporary loss of service or business capability  Temporary, but recoverable reduction in creditability / reputation  Short tem increase in costs or loss of revenue  Estimate total cost is > KES 1 Mn and < KES 5 Mn	
2	Low	Limited impact on achievement of business objectives e.g.:  *Temporary deby in reaching objectives  *Short term or limited reputation damage  *Limited impact on customer retention  *Limited increase in costs  *Minimal impact to revenue or earning  *Estimate total cost is *KE 500,000 and *KES 1 Min	
1	Minor	Relatively insignificant impact on the achievement of business objectives. Estimated to tal cost < KES 500,000	

SCALE	RATING	PROBABILITY
5	Expected	Above 60%
4	HighlyLikely	40 to 60 %
3	Likely	20 to 40 %
2	NotLikely	10 to 20%
1	Remote	0 to 10 %

Residual risks These consider risk net of controls on both likelihood and impact axis



#### **Controls Evaluation**

Risk Event Inherent Description Impact

Inherent Likelihood

**Description of Standard Controls** 

**Control Rating** 

Rating

Residual **Impact** 

Residual Likelihood

Checker

Maker

Efficient

Acceptable

To Improve

Defective

**Controls Effectiveness Scoring Criteria** Efficient Acceptable To Improve

Defective

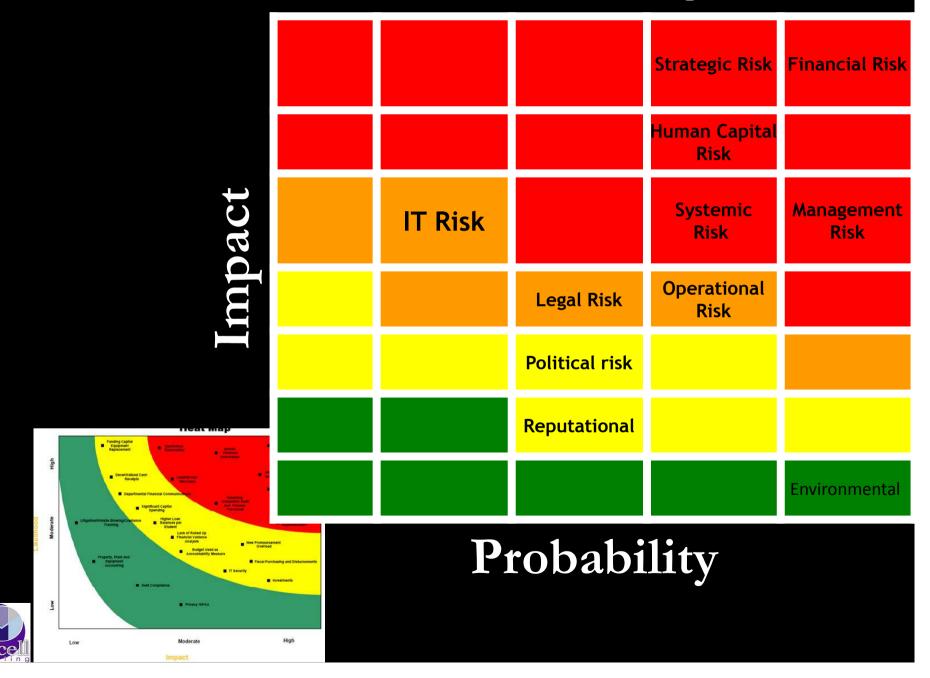
Each Control or a set of controls effectiveness is /are rated on a four point scale of **Efficient** - The internal control system is efficient and adequate Acceptable - A few corrections should make the internal control system satisfactory **To Improve** - The internal control system has to be enhanced and the process monitored more closely

**Poor** - The internal control system of the process has to be reorganized





#### Organizational Risk Heatmap - Profile







**Desired** Risk **Profile** 

**Actual** Risk **Profile** 





**Perceived** Risk **Profile** 



Spend time to think what the Risk profile means



#### Impact of Risk profile

#### **Risk Universe**



Liquidity

Credit

Market

**Operational** 

**Environmental** 

**Business & Strategic** 

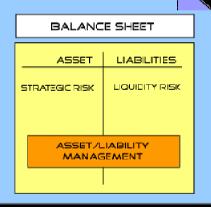
Reputational



Which Risk impact more on my P&L

What are the priorities





#### Plan to convert Helb into bank







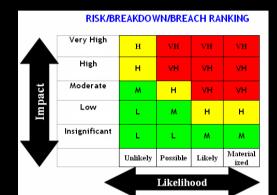
### Risk Response

Action plan

Responsible Person

Turn Risk into opportunity





**Tolerate** 

The 4T Response plan

Transfer

**Treat** 

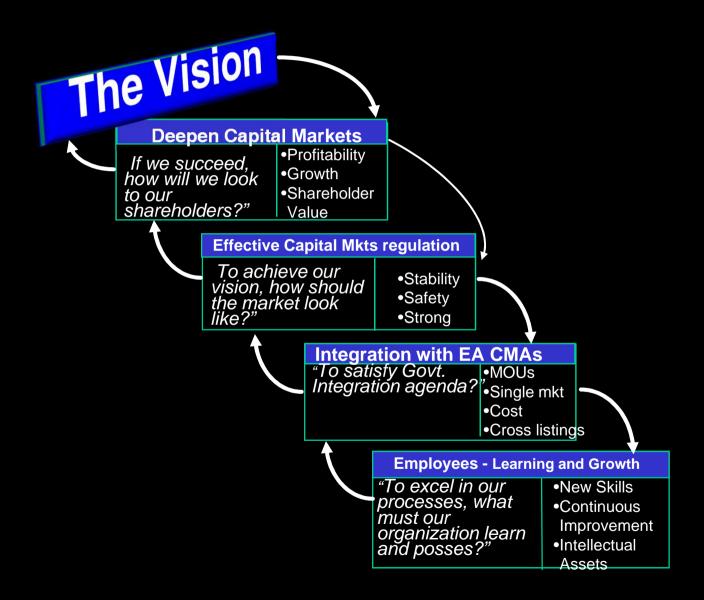








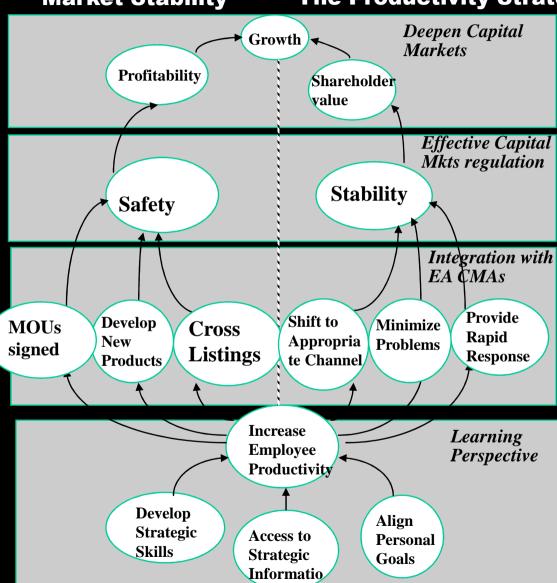
#### **Objective Setting**







Deepening Financial Markets'' Market Stability The Productivity Strategy

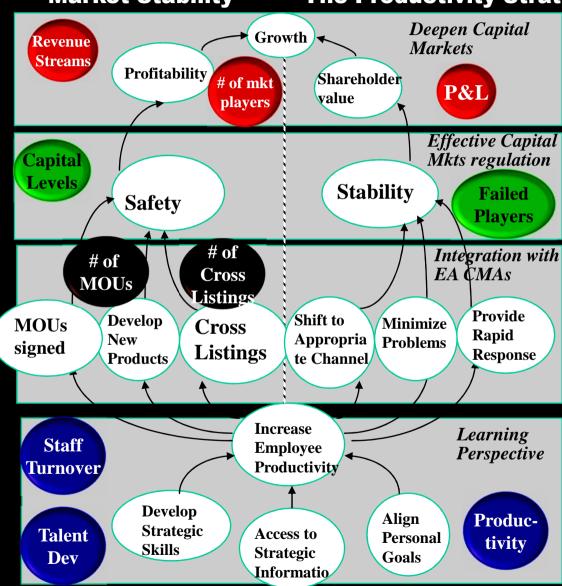


"Improve operating efficiency"





Deepening Financial Markets'' Market Stability The Productivity Strategy



"Improve operating efficiency"

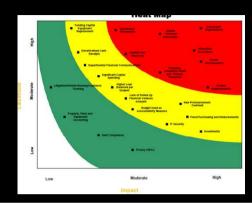




### KRI – Risk Monitoring

#### **Computer Breakdowns**





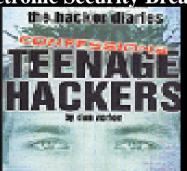
**Internal Limit Violations** 



**Staff Turnover** 



Electronic Security Breaches



Time

**Customer Complaints** 



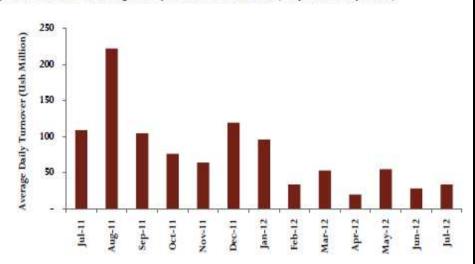






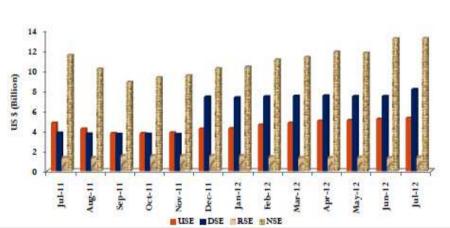
### Sample selected KRI

Figure 3: Trends in Average Daily Turnover at the USE (July 2011-July 2012)



Source: USE Market Reports.

Figure 1: Trends in Market Capitalization for the DSE, NSE, RSE and USE



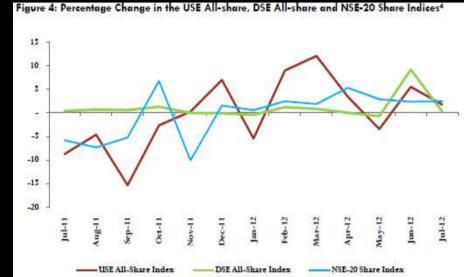
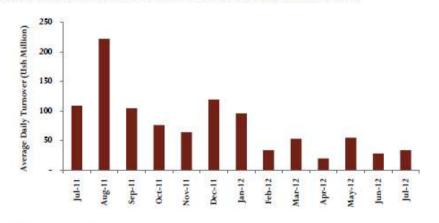


Figure 3: Trends in Average Daily Turnover at the USE (July 2011-July 2012)

Source: USE Market Reports, NSE Monthly Bulletins, DSE Market Reports,

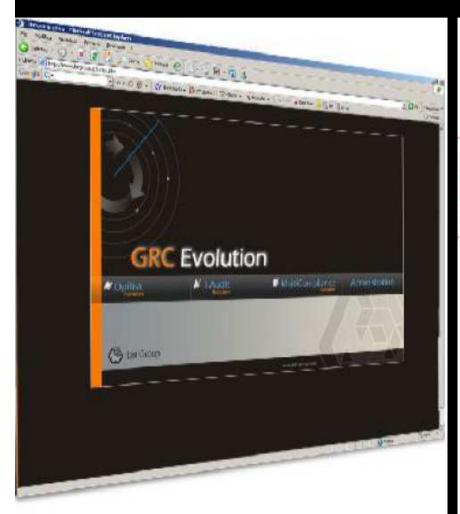


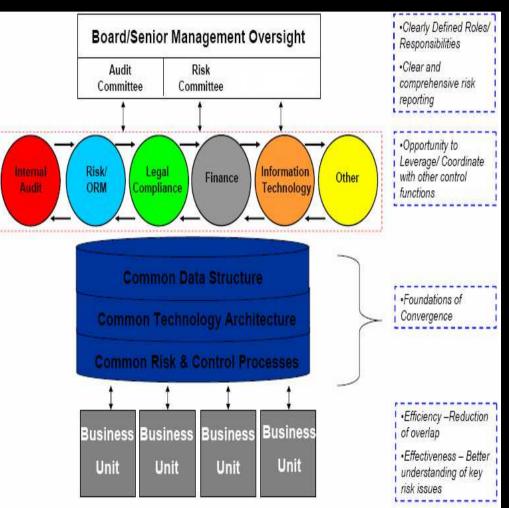
Source: USE Market Reports.



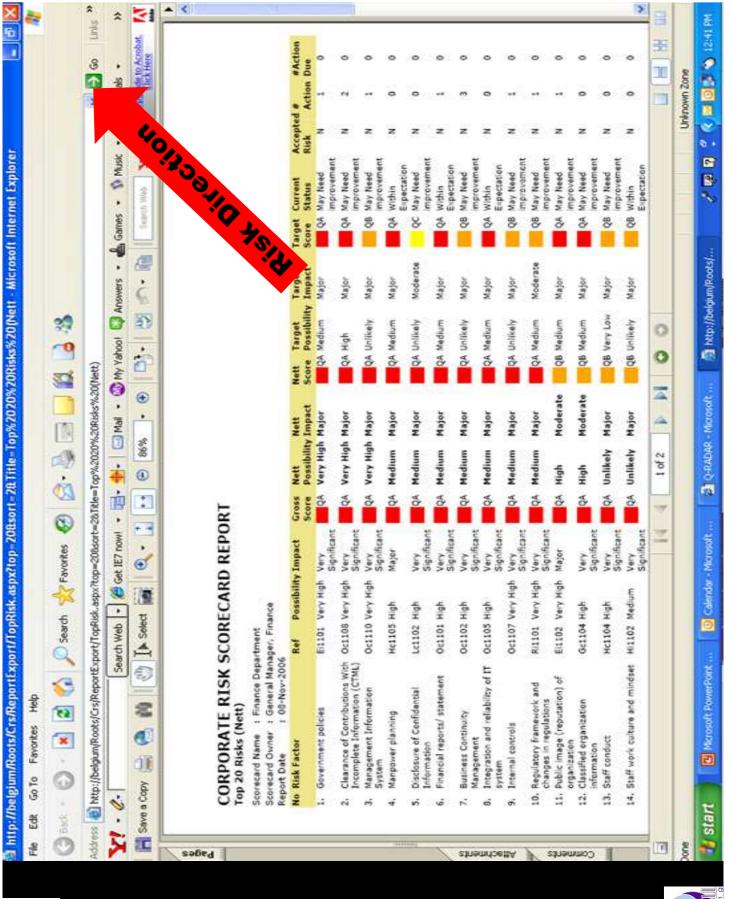


### Risk Reporting







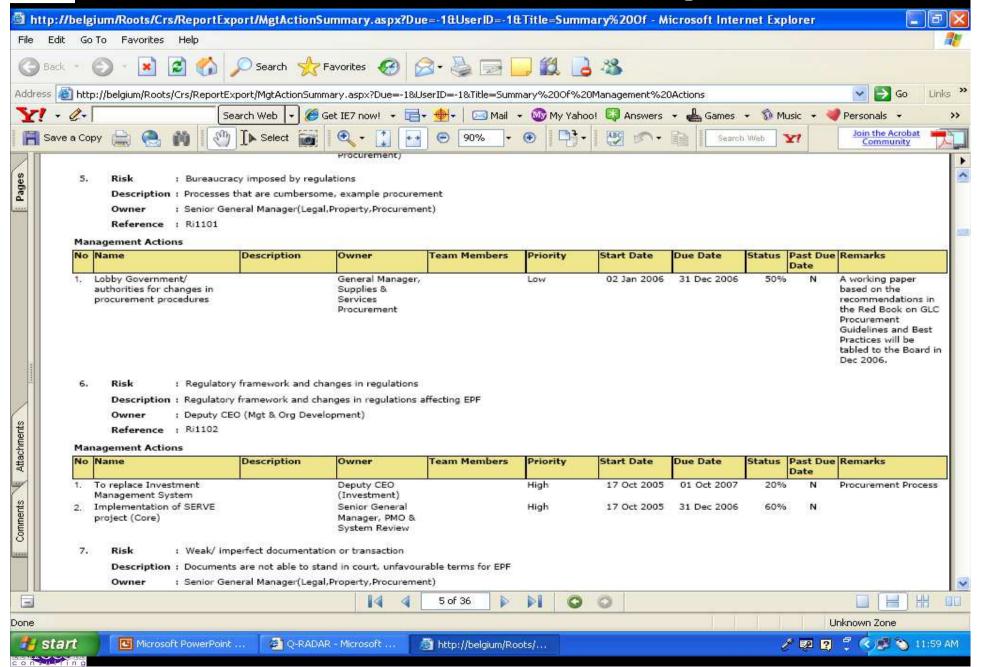








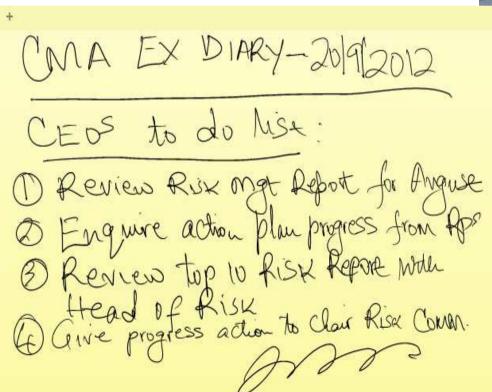
#### Management Action Plan Report Status

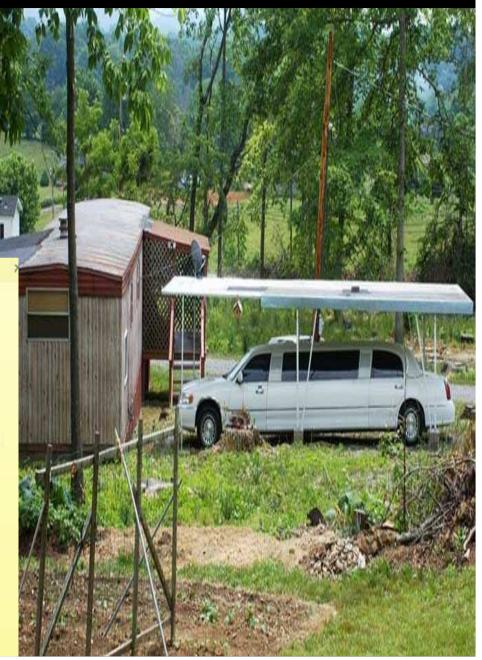




#### **Corporate Acceptance**

- Prioritizing Risk...budgets!
- Relevance to biz.
- Talk business language
- Risk as part of strategic planning

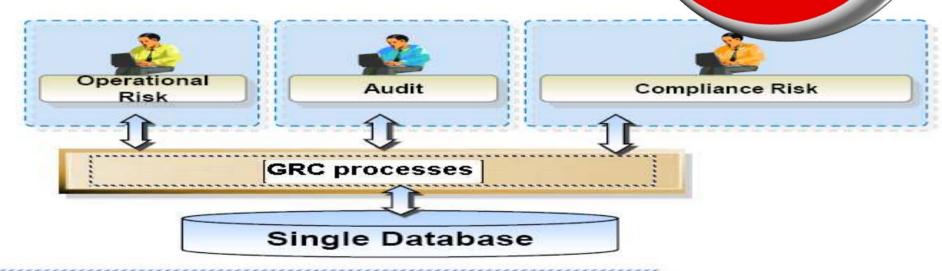






# Linking - Risk, internal controls & enterprise value

Three communities: Different roles / Different disciplines / Different risks Confusion



A Strategic GRC Framework





#### **Communication Barriers**





- Turf battles;
- Developing a risk communications process and taxonomy;
- Making risk management relevant and meaningful for the business

### CPAK (MANAGERA MANAGERA)

### Integration -Risk Language & Culture

How quickly can this management and cultural change take place?

You can't change it overnight. When you get to be a CRO, the likelihood is that you have a pretty sizable organization. Many traders understand risk, and with all the traders unemployed right now, you might say there are plenty who can do risk management. That's probably true at some level. But the other piece of the job is managing the people, having a strategic framework for thinking about the kind of technology support those people need to do their jobs well. You also have a massive data collection problem, and once the data is collected, it has to be distilled into something that is usable. And you have to use influencing skills to reach the conclusions that allow the institution to take enough risk to deliver a return to shareholders, but not so much that it becomes dangerous or too concentrated. It's a blend of past experience, some quantitative skills, the ability to ask tough questions and to challenge and to manage people. You also have to be something of a diplomat - and a dictator if all else fails after you've done your best to facilitate an outcome. On rare occasions you may end up having to go head-to-head.

Develop a Common Risk and Control Language:

- •Take an inventory of all current risk practices and taxonomies.
- •Determine which ones best meet our business needs.
- •Align remaining practices and taxonomies with the ones we determined are best.

Train Train Train Train



### PEOPLE ISSUES

CHARACTERISTICS OF INNOVATORS?

Win

**CHALLENGED BY FAILURE** 

**RISK TAKERS** 

HIGH LEVEL SELF CONFIDENCE

STRONG COMMUNICATORS

**VERY PRIVATE** 

**WORK BETTER ALONE** 

**PROBLEM SOLVERS** 

LIKE TO BE THE BOSS

**COMPETITIVE** 

**DRIVEN BY IDEAS** 

**EASILY BORED** 

WANT SPECTACULAR SUCCESS

**CAN MULTI-TASK** 

**VERSATILE** 

**AMBITIOUS** 

**TAKE OWNERSHIP** 

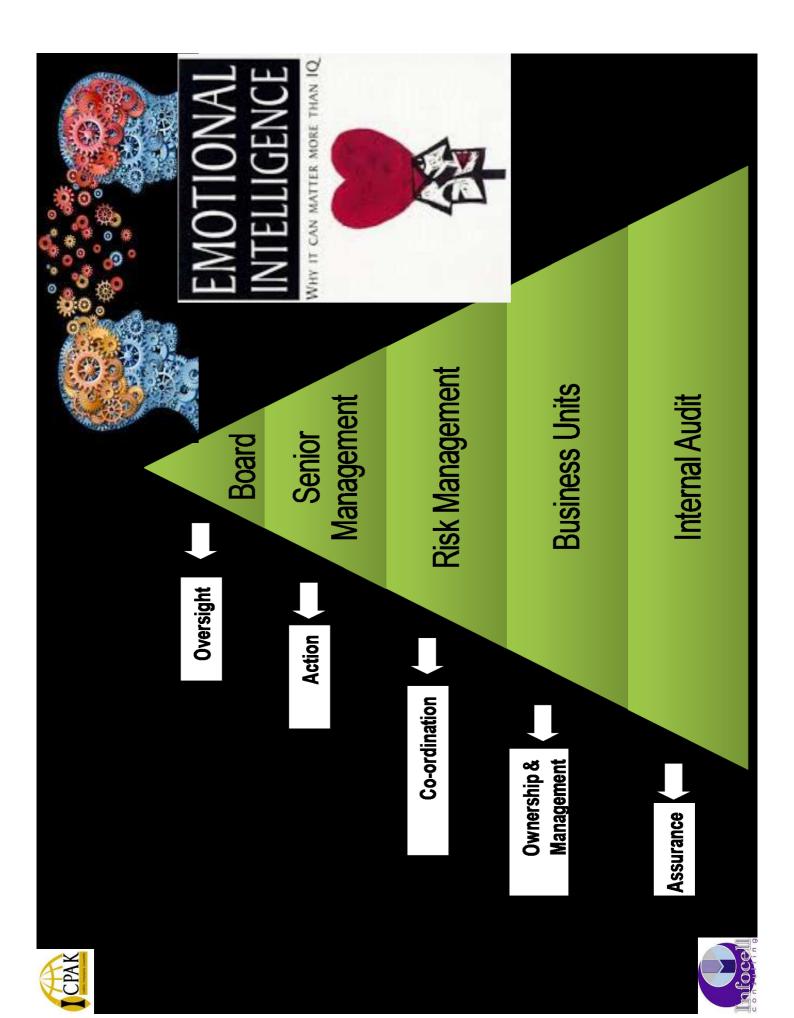
**NEED INFORMATION** 

**RULE BREAKERS** 

**STRANGE** 

**DIFFICULT TO WORK WITH** 







## The Holy Trinity

Risk Management

**Businessline** 

Internal Audit

<u>BOD/</u> Regulators





#### Best practice Governance Arch







Are u sure?



Yes we Can