

# Governance – The Nexus b/t Risk Management & Performance

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

# 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



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



Todate – HELB – Board Leadership



# Who we are



# Transforming the Risk Management Practice







The Institute of Risk
Management Kenya (IRM-K)

is a **non - profit**professional, education
and research
Institution established and
registered in Kenya to
answer the growing need for
risk management education
in Kenya and wider SubSaharan (SSE) region.





# **Our Proposition**

- We passionately believe in the importance and relevance of risk management
- Advocate for enterprise wide risk approach
- Understands that risk management is as much about the people as it is about processes
- Risk Management efforts must be linked to the needs of the business communities.
- → 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.

## Our vision –

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

# **Happy Clients**









































marcusevans

























COMMISSION FOR UNIVERSITY **EDUCATION** 







"The Institute's Vision Is
To Lead And Inspire
Sustainable Value
Adding Enterprise Risk
Management."

"Promote Organizational
Effectiveness, Professional Growth,
And Economic Development Through
Integrated Enterprise Risk
Management."



Vision Statement, IRM (K)



Mission Statement, IRM (K)

# Collaborations

# Aptivaa

150+ implementations









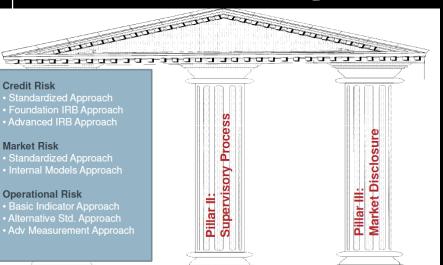








# Why Elaborate collaborations







Global Association of Risk Professionals

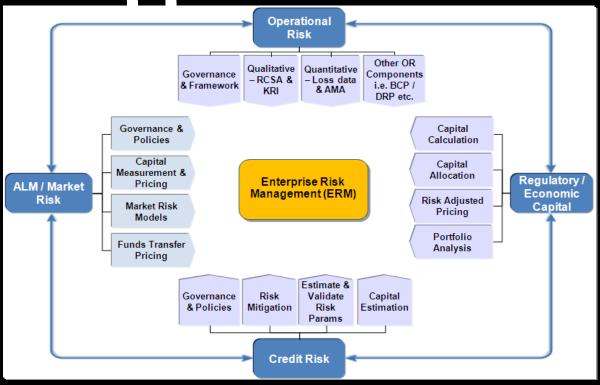


Energy Risk Professionals (ERP®)





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** 

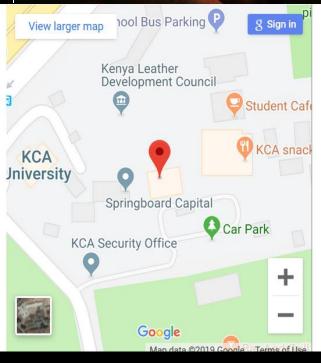
Analytics forms the risk / business interpretation of the risk management vision leveraging the technological platform and is result oriented



# Contact



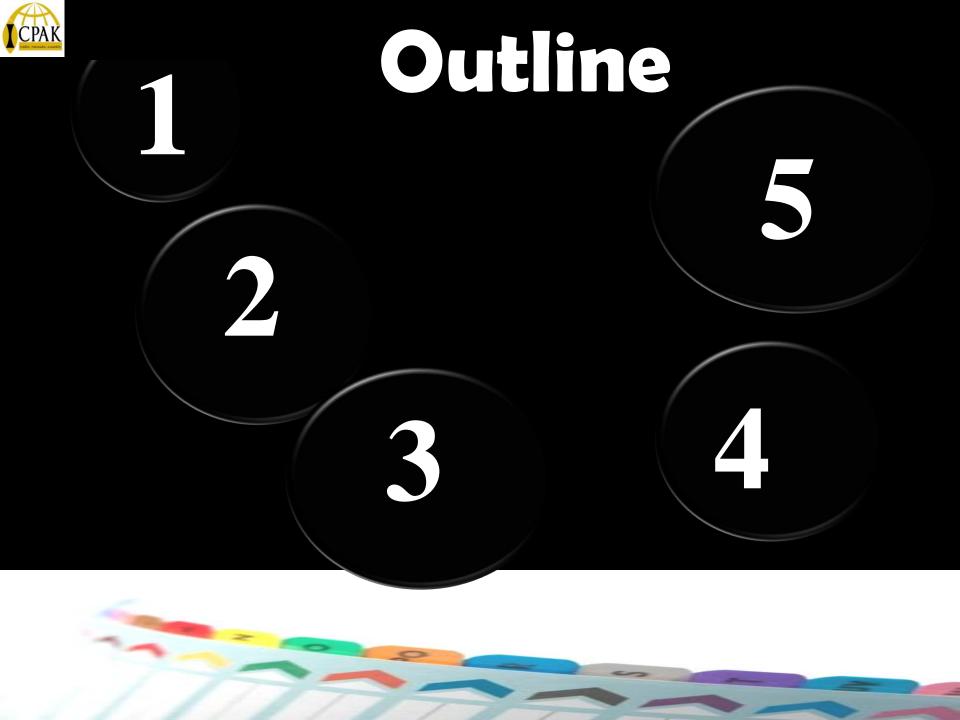




#### **Location & Contacts**

- CPA CENTER, BLOCK A
  THIKA ROAD
  P.O Box 79084 00400 Nairobi,
  Kenya
- +254-20-2632180
- info@irmke.org

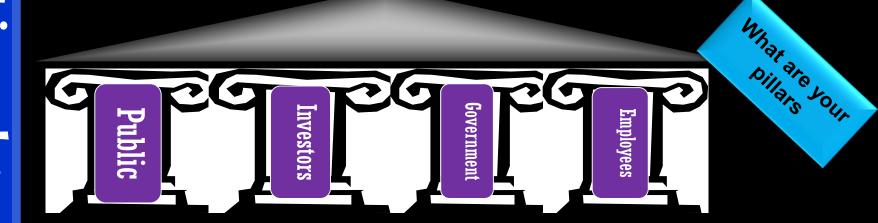




# ERM DEFINED

"... 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





# **Evolution of Risk**

**Enterprise Risk Management** 

**Organizational** 

**Business** 

**Operations** 

**Market** 

**Credit** 

**Insurance** 

1990s (Deregulation)

Financial Risk Management

**Credit** 

**Insurance** 

1980s

**Insurance** 

Insurance

1970s





# Linking strategy to ERM

#### 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

## Value-Based ERM

#### **Enterprise Risk Management**

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

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

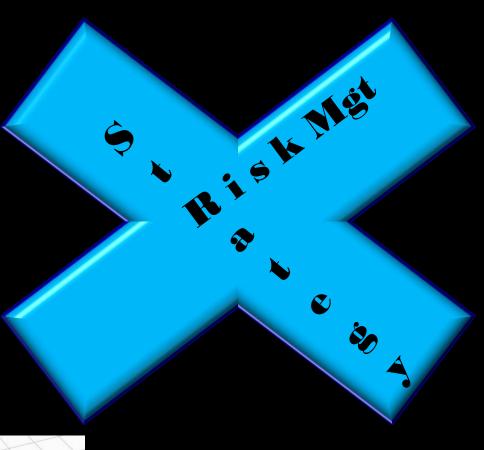
Ensure proper product pricing, ie, put in the equation of risk-return

Maximising growth in economic profitability

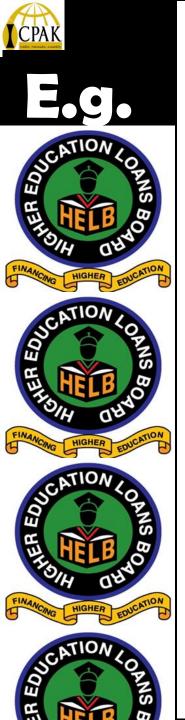


# ERM and Strategy are intertwined

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











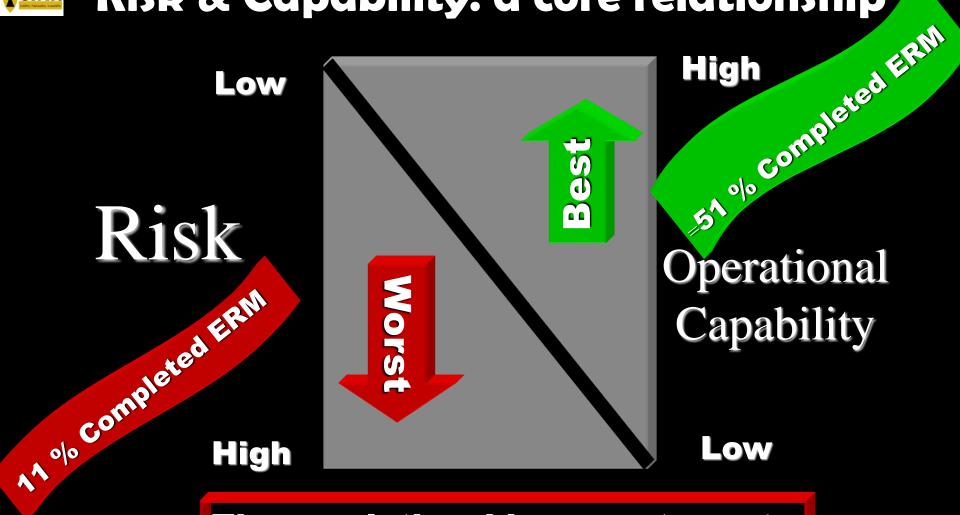








# Risk & Capability: a core relationship



These relationships are strong to achieve operational efficiency



### **Enablers to ERM - Best Practice Model**

Mckinsey 2010

#### **Alignment**

Risk strategy, organizational culture, and business strategy

Risk Management Resources Avail resources and ensuring the existing risk culture gaps are addressed and understood clearly by all individuals.

Look @ risk and Business processes

How can management take advantage of embedding risk context on various operational processes in the most optimal way

Define risk appetite & strategy

Reputational risk avoidance, insolvency/ Bankruptcy due to errors of evaluation then Tinker to align with the market conditions.

Risk Transparency Identify all risks, Understood by all employees @ BU, define relationship with strategy, Lessons learnt, customized Individual risk reports





# Global Financial crisis





# Performance Shortcomings of immense proportion

#### 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"







"... 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



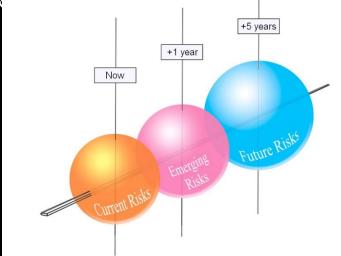






Management. This orthographic requires BOD to actions and visk appoints of the distribution of the distributi actions around risk appetite. Being an industries under the board has the bersheching to spot emensions risks and areas of concern that may be missed by risk managers immersed in the daily functioning in the daily functioning of

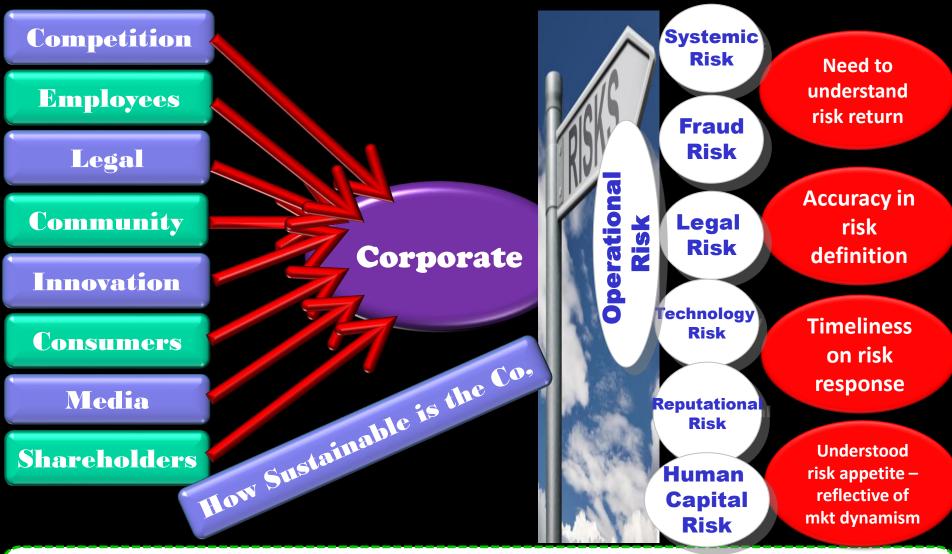
BOD the organization.







# 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



Weeverve.

## Common Tendency for most Boards is to avoid

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

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

These Boards are able to distinguish, successfully, between <u>risks</u> that need to be mitigated and risks that can be <u>capitalized</u> on or optimized. They know which RISKS to focus on for maximum and effect. What gives them this advantage is, to a large extent, the quality of <u>risk intelligence</u>/information that



# Enterprise Risk Intelligence

**Evolution** 

8 step process to best practice ERI



- Essential to Institutions
- Risk Appetite is now prominent in the Board
  - Institutions must now consistently speak of their largest risks, & present facts that facilitate dialogue on risk.



**ERI** 

Integration of all risk

across all obligations

categories - permeation of the compliance process

full collaboration & analysis of

event, risk & compliance

management

processes

Boards must now understand deeply their organization risk profiles – this improves decision making and maintains firm competitive edge.







# Building a 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 requires meticulous planning and seamless execution of an integrated enterprise-wide risk management program"



# To develop a risk program that is efficient and effective in providing information to the board — consider the following steps

**Awareness** 

Develop a strong risk awareness program to supplement the risk management process. This will build a culture within the org.

**Automation** 

Automate the risk mgt information process to Ensure that all risk efforts are conducted in a timely Manner and with sufficient rigor – COST Reduction

Silos

Break down silos to create an integrated risk Information repository. This would aid in sharing of Information across the org, risk aggregation and ensur Inclusivity in risk information across the org.

Risk Taxonomy Define a single risk taxonomy across the organization, Such that everyone understands and reports risk in a Common language. This would help board level Comparative analysis across, products, processes, Businesslines and organizational elements.

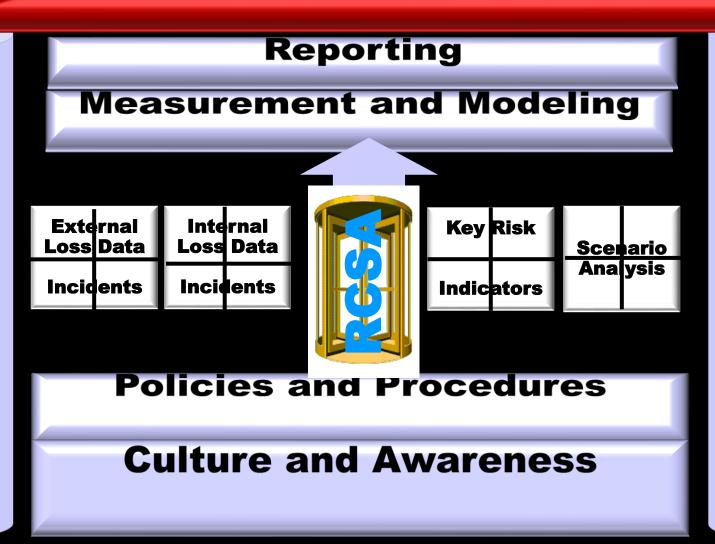




# Framework Structure

# Structure

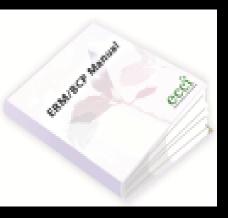


















 Go short of nothing but International best practice -







- 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

#### Liquidity

Corporate Funding

Collateral Requirement s

Contingency funding

#### **Market**

Mkt factor sensitivity

Volume Risk

Mkt Liquidity

Investment Performanc

#### Sustemic

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

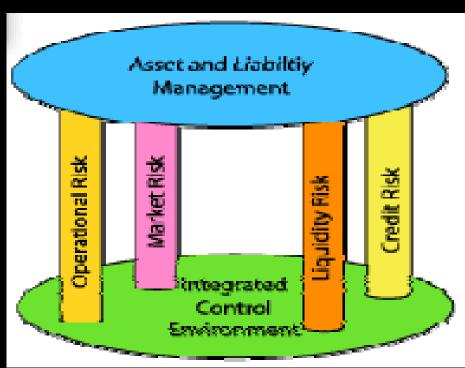
Risk of unsuccessful performance due to potential threats, actions or events adversely affecting the organization's ability to achieve objectives

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** 

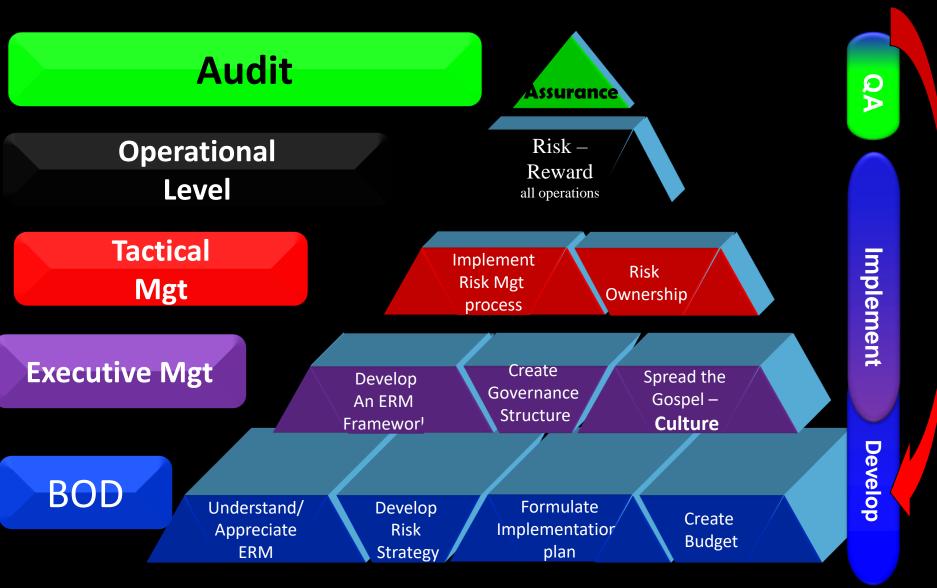
Culture

**Automation** 





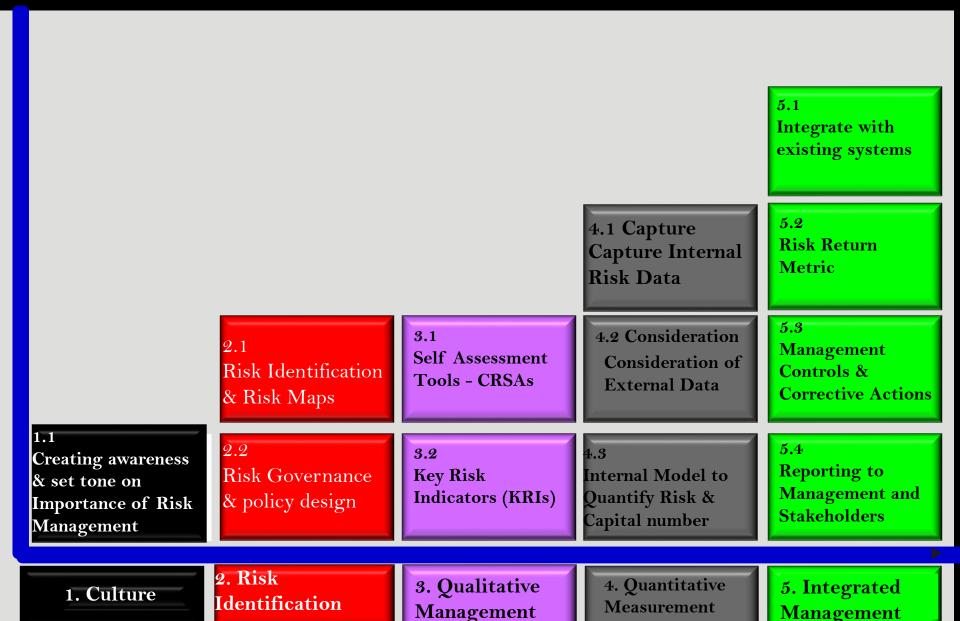
# Implementation Building Blocks







## Are we succeeding? - Measuring success



Management











Risk Event **Description** 

Inherent **Impact** 

Inherent Likelihood Description of Standard **Controls** 

Control Rating

Residual **Impact** 

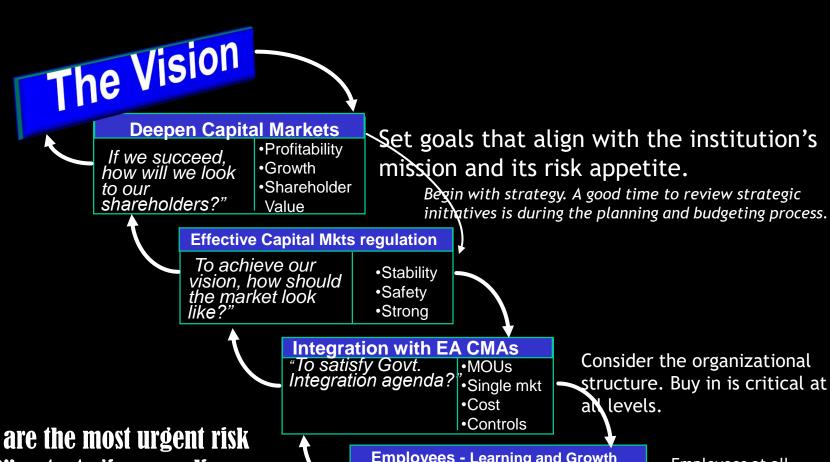
Residual Likelihood Action plan

Responsi ble Person

Due **Date** 



# **Objective Setting**



"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
- 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

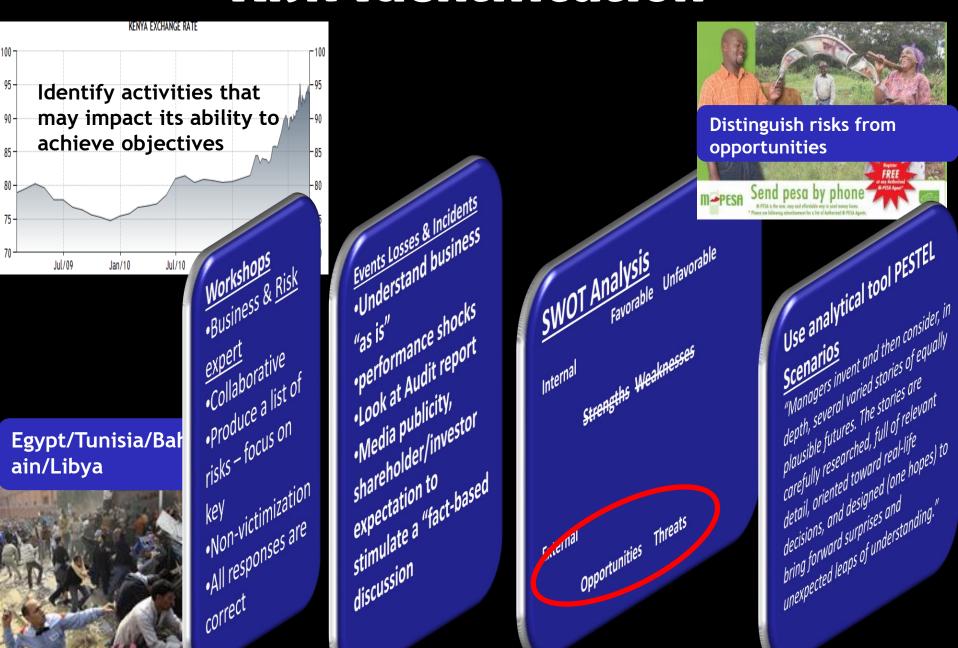
Analyze capacity of firm to meet goals

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

High - Constrained ability to achieve business

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.:  -Lossof significant business  -Massive reduction in company reputation with stakeholders  -Excessive costs dramatically impacting long term profitability and viability  -mability 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/or reputation  *Significant reduction in service and business capability incurring excessive costs that impact current earnings and pro fitability  *Loss or misappropriation of significant assets  *Loss of significant number of Key persornel  *Estimate total cost is - XES 5 M and - 4KES 20 M in	
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 for so of revenue  *Estimate total cost is - WES 1 Mn and - WES 5 Mn	
2	Low	Limited impact on achievement of business objectives e.g.:  *Temporary delay in reaching objectives  *Short term or limited reputation damage  *Limited impact on customerretention  *Limited increase in costs  *Minimal impact to revenue or earnings  *Estimate to factorst is - WES 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 %
}	Likely	20 to 40 %
2	Not Likely	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

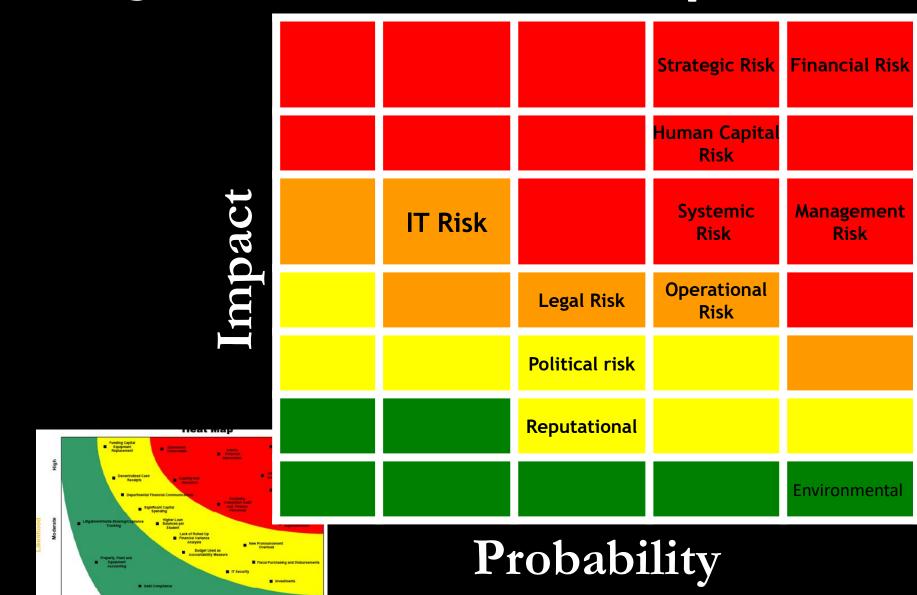
Defective

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







Compliance

#### Adopting the various blocks

**Corporate Governance** Strategic Objectives **Corporate Policy** Internal Audit **Risk Appetite** Risk Risk Mgt Framework Management **Profile** Policy & Methodology Policy & Methodology **Business Execution** 

Your Corporate Governance structure sets the scene for all risk activities resulting into the organizational risk profile



Desired Risk Profile

Actual Risk Profile





Perceived Risk Profile



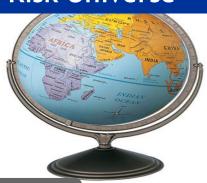
Spend time to think what the Risk profile means





#### Impact of Risk profile





Liquidity

Credit

Market

**Operational** 

**Environmental** 

**Business & Strategic** 

Reputational



Which Risk impact more on my P&L

What are the priorities

Do I have the right infrastructure







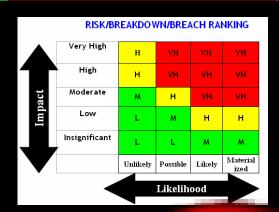
# Risk Response

Action plan

Responsible Person

Due Date





**Tolerate** 

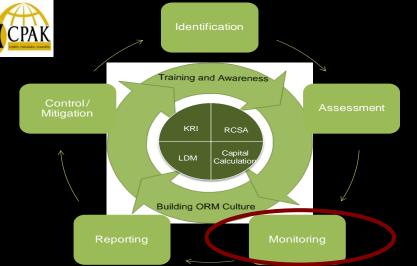
Treat

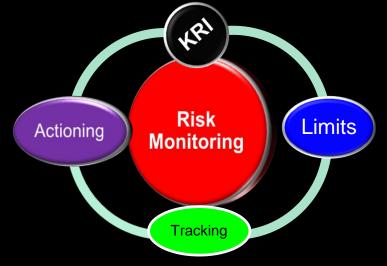
The 4T Response plan

**Transfer** 

**Terminate** 











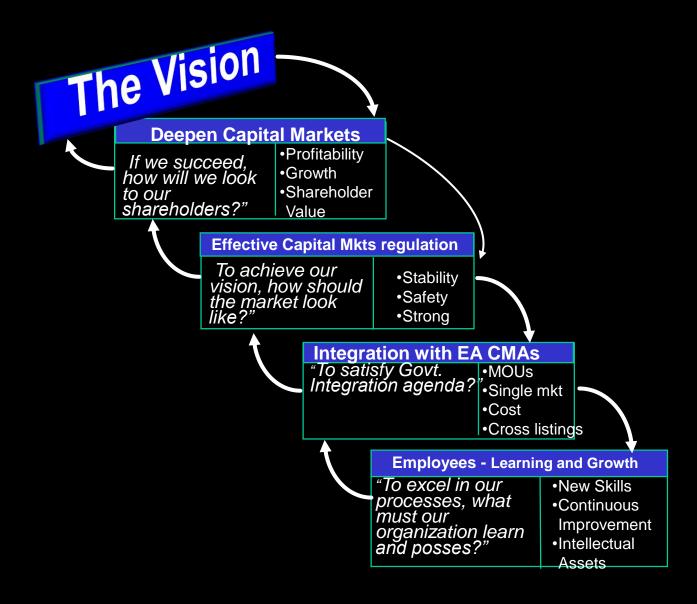


#### Risk Monitoring





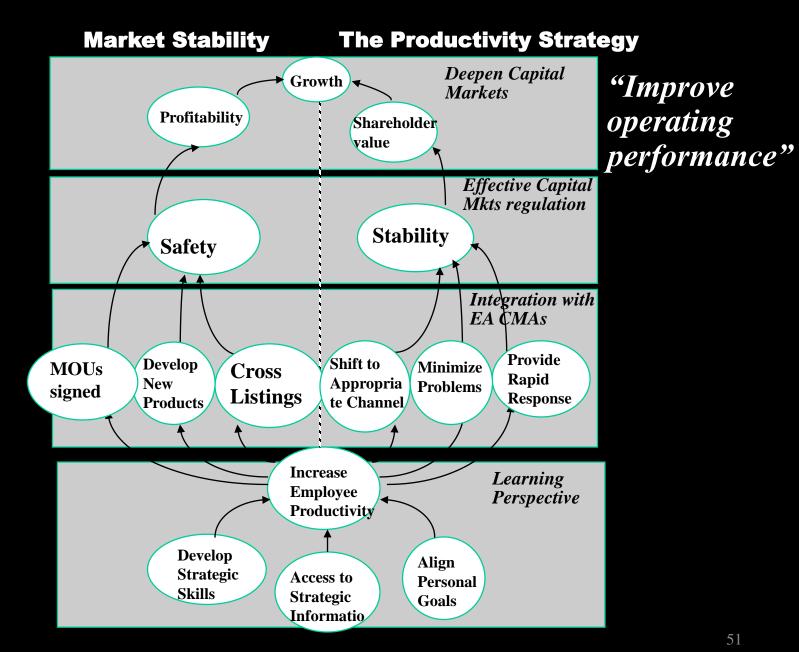
## **Objective Setting**







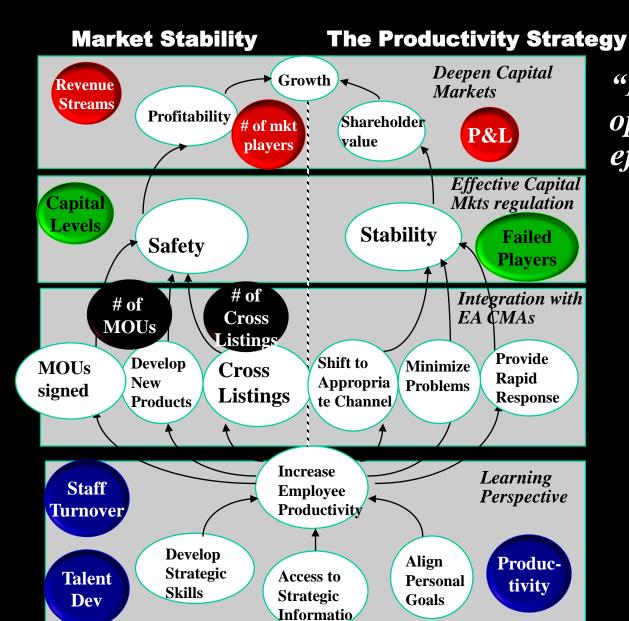
Deepening **Financial** Markets"







Deepening Financial Markets"



"Improve operating efficiency"

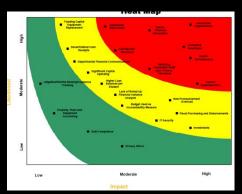


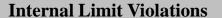


# KRI – Risk Monitoring

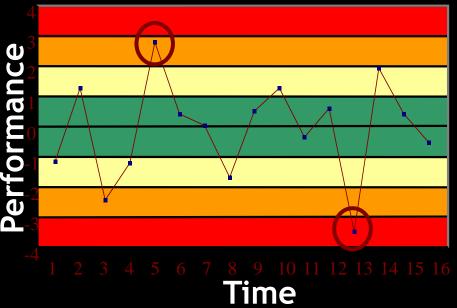
#### **Computer Breakdowns**















**Customer Complaints** 



**Electronic Security Breaches** 



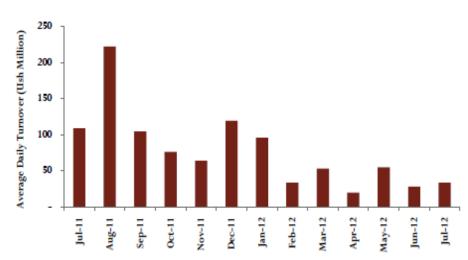






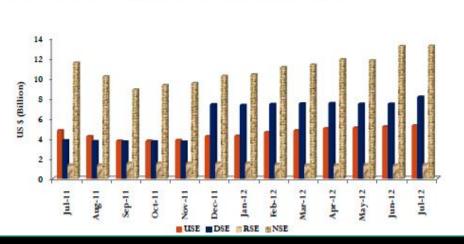
## Sample selected KRI

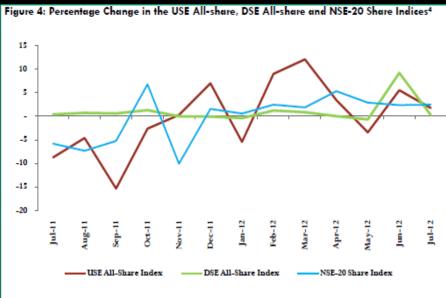




Source: USE Market Reports.

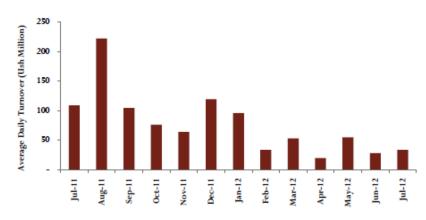
Figure 1: Trends in Market Capitalization for the DSE, NSE, RSE and USE





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

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

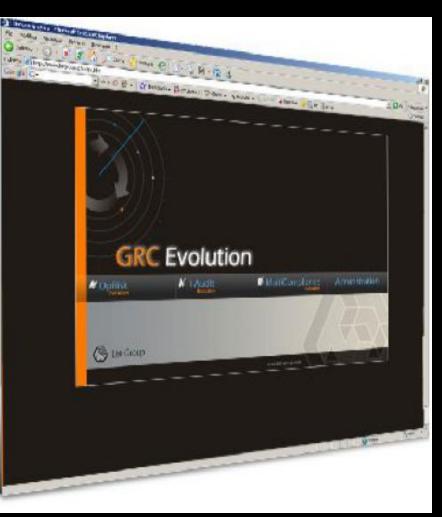


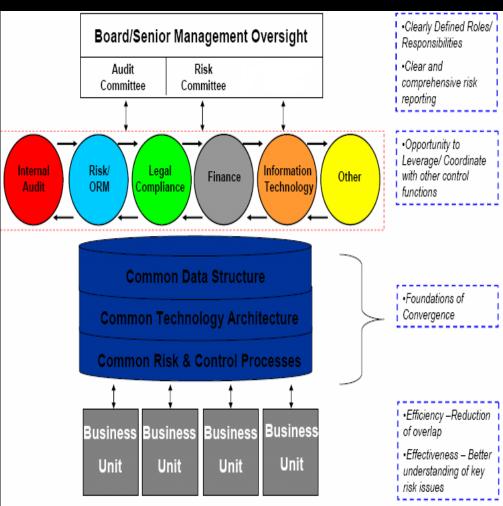
Source: USE Market Reports.





# Risk Reporting















# NAVIGATING CORPORATE POLITICS



TOM SPEARS



#### **Corporate Acceptance**

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

CEOS to do hist:

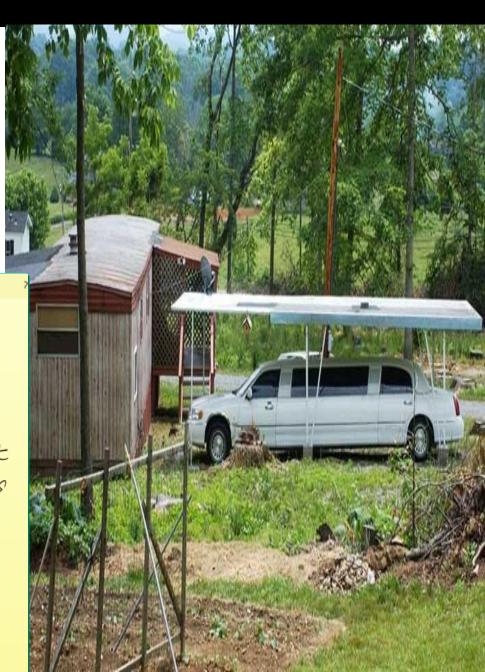
Deriew Rix mgt Report for Anguse

Denguire action plus progress from Apo

Breview top to Risk Report with

Head of Risk Report with

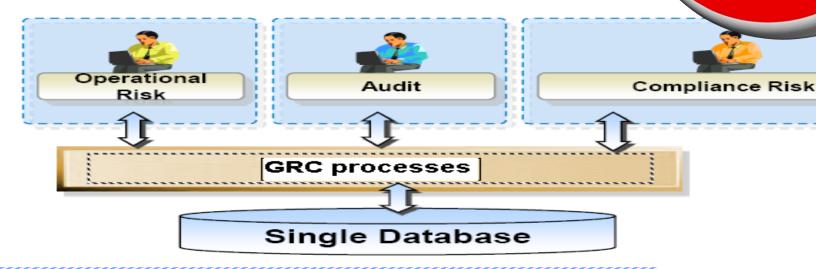
Give progress action to Clair Risk Comm.





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



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



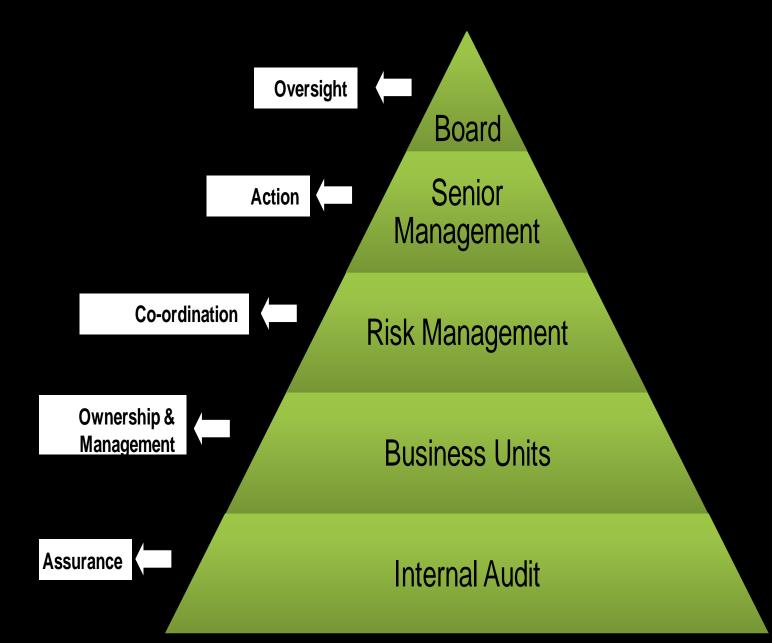








# Who does what?







# The Holy Trinity



BOD/ Regulators





#### The 3 Lines of Defence

"Fit for purpose"

1st Line of Defence

2<sup>nd</sup> Line of Defence

3<sup>rd</sup> Line of Defence

WHO?

**Business function** 

Senior Risk Committee (s)

Internal Audit

Does What?

Manages & owns risks
Executes Risk methodologies

Drives consistent
Deployment of EMRF
Group wide

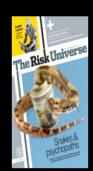
Asks whether the risks identified are the right risks; & are the right controls chosen

And Why?

Effective Assurance

Ensures right governance Check self assurance is working as designed Reviews overall control appropriateness and effectiveness

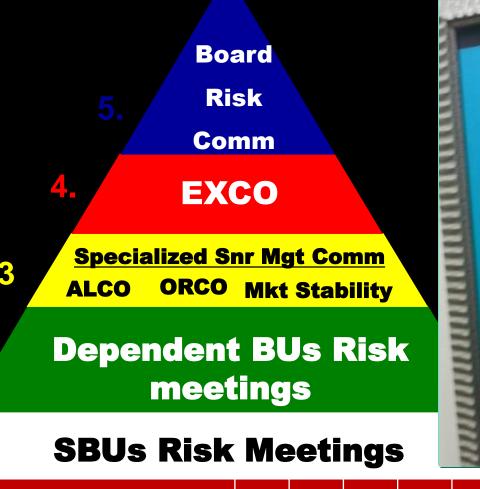






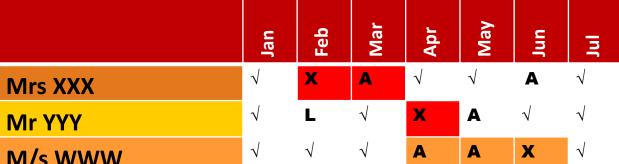


#### Best practice Governance Arch





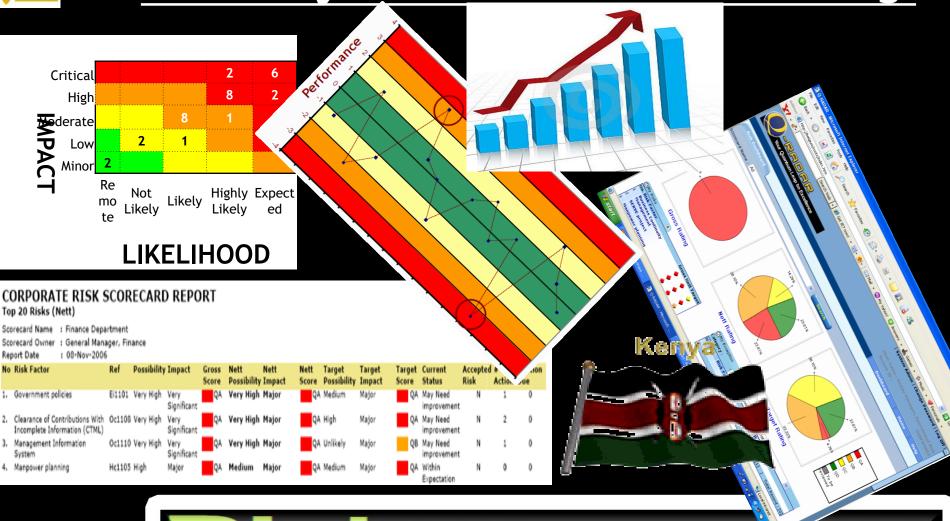
Ase you being constructive?
Agree conclusions and action.







#### What do you discuss at the Risk Meetings

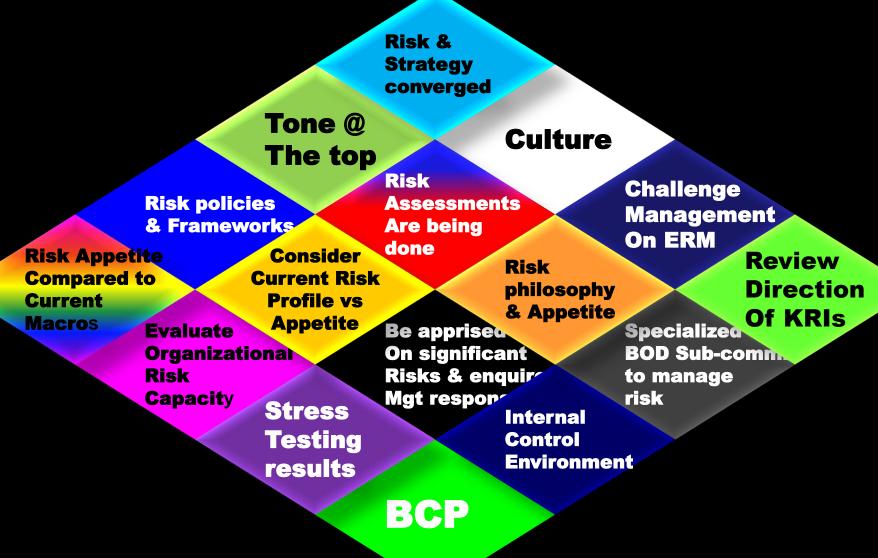






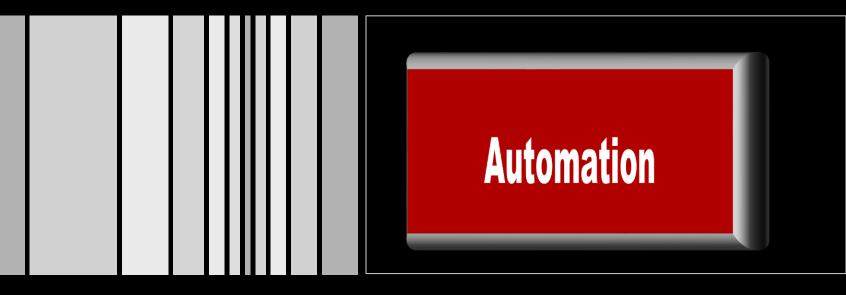


#### Board's Oversight Role - ERM





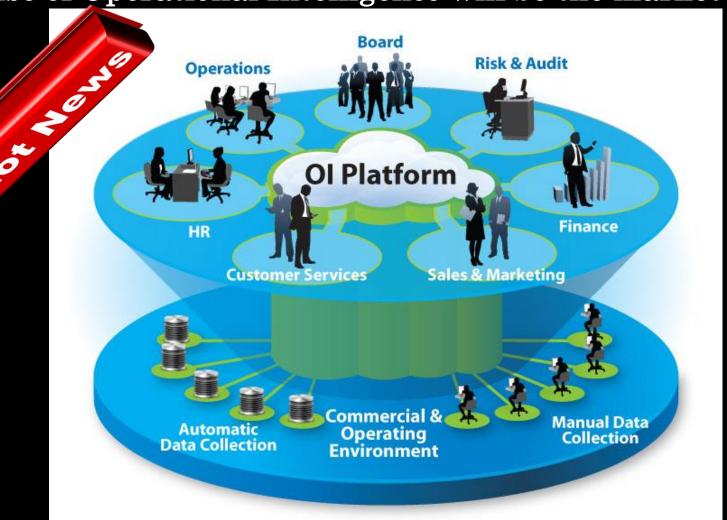








In a competitive, fast-moving business or industry, the organizations that make the best use of Operational Intelligence will be the market leaders. a competitive, fast-moving business or industry, the organizations that make the best use of Operational Intelligence will be the market leaders.





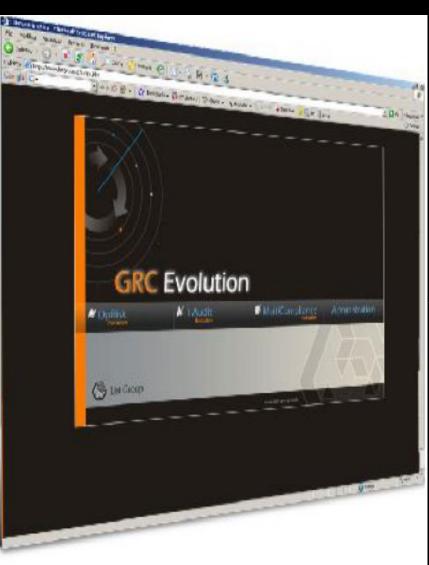


Dynamic, real time **Operational** Intelligence about a company's exposure to risk is an essential tool for leaders of large organizations





## New Concept in Risk Management



GRC is the umbrella term covering an organization's integrated approach to governance, risk and compliance.

GRC typically encompasses activities such as governance, enterprise risk management (ERM), internal controls, regulatory compliance and internal audit.

GRC technology helps improve financial performance by embedding cost-effective consistent and sustainable risk management practices into daily business activities, while improving management's ability to make decisions.

GRC activities are increasingly being integrated and embedded into organizational structures, processes, systems and data structures in order to avoid redundancies, as well as identifying and closing gaps

GRC acts as "assurance as a whole" for the entire organization.



#### **Technology-enabled GRC transformation**

Enhance Performance Embed risk Performance risk management risk strategy Integrate governance, risk and management compliance to create an management and processes end-to-end, enterprise-wide **Future focus** risk performance improvement Centralized and enterprise-wide risk assessment management Top-down and bottom-up risk integration Expanded focus Consistent and real-time reporting Risk insight and Centralized and consolidated heat map performance Consolidated end-to-end risk management processes improvement Ability to manage risks at multiple organizational levels Automated and integrated risk activities across business functions **Historical focus** Historical focus Fragmented, manual and ad-hoc Inability to produce a consolidated heat map Risk identification High instances of segregation of duties violations and reporting Inconsistent and fragmented approach to capture and assess risks across the organization Compliance

Value protection

Value creation

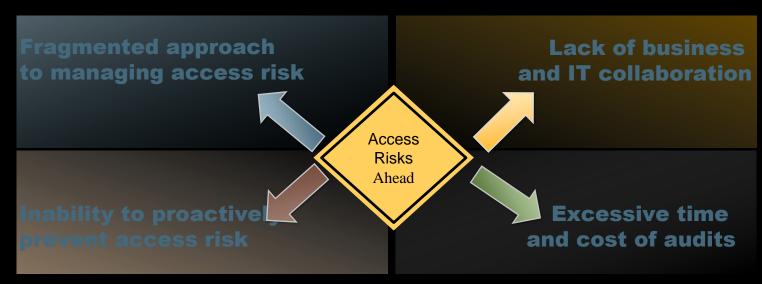


## What's happening in the Marketplace?

#### Segregation of Duties continues to be a top contributor in fraud activities

"A lack of internal controls, such as segregation of duties, was cited as the biggest deficiency"

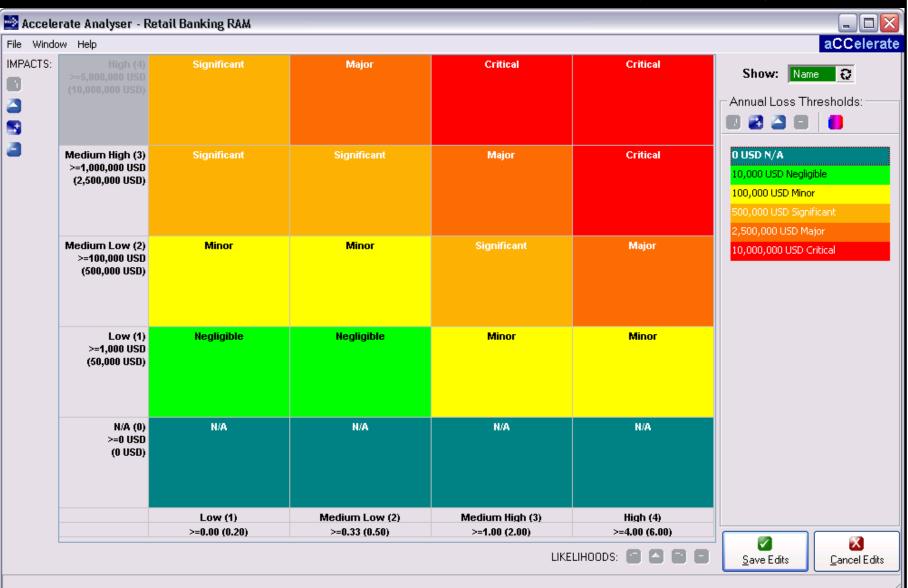
Control Weaknesses That Contributed to Fraud - Report to the Nations on Occupational Fraud and Abuse, 2010, ACFE







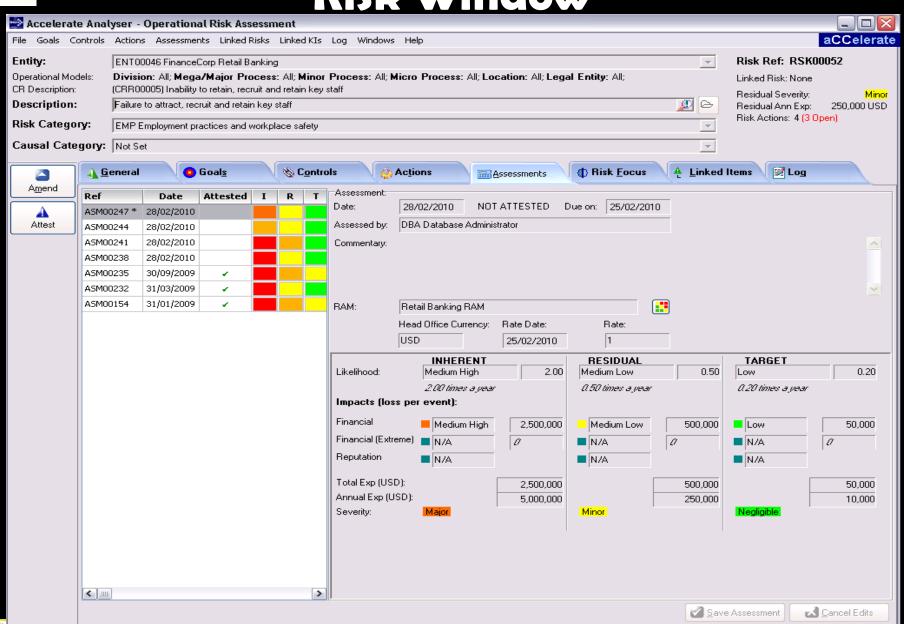
# Risk Appetite Matrices (RAMs)







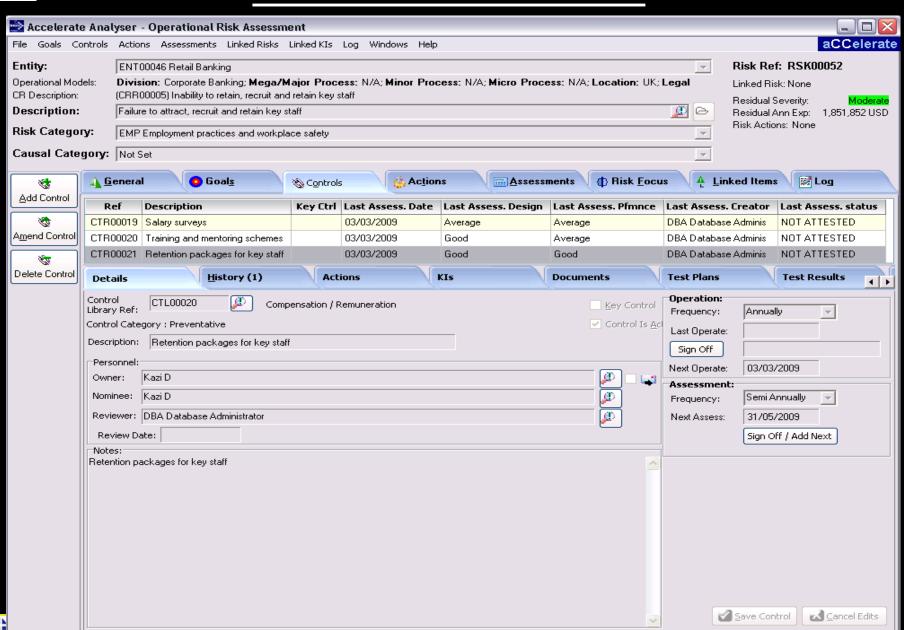
#### Risk Window



Close Window

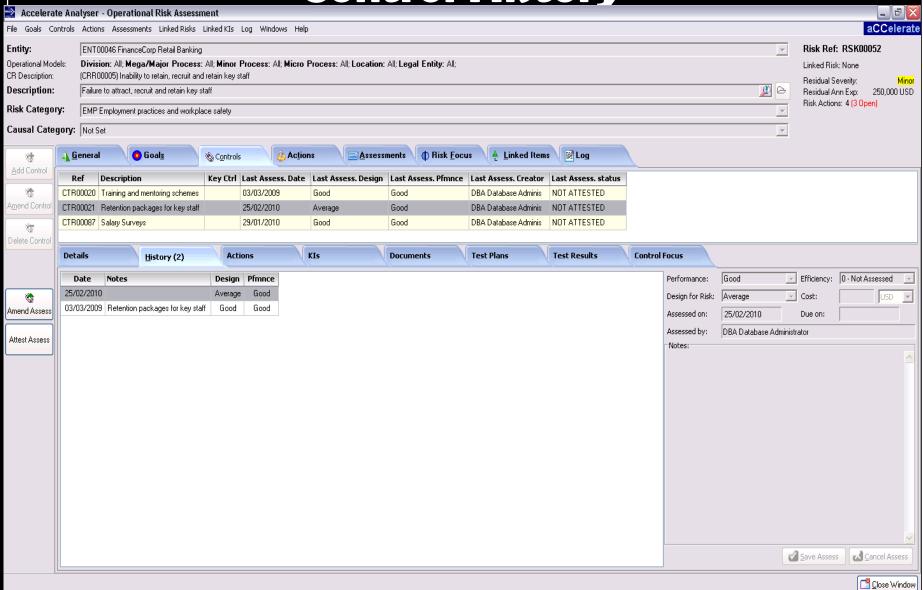


### View Risk Controls





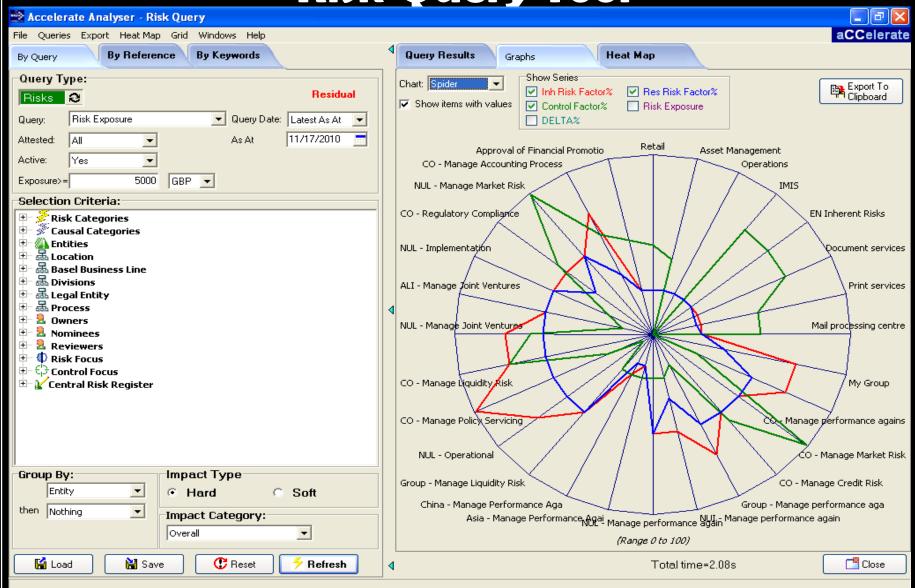
#### **Control History**







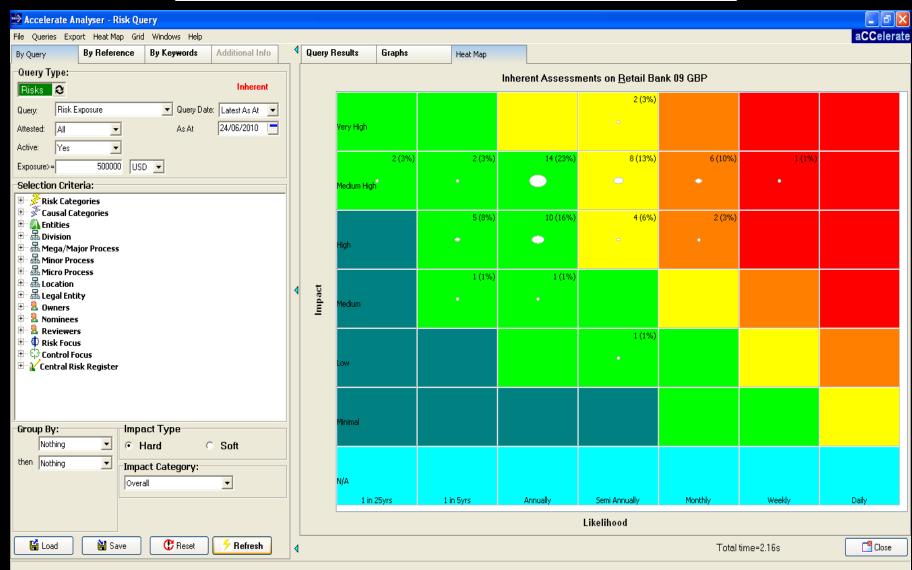
#### Risk Query Tool







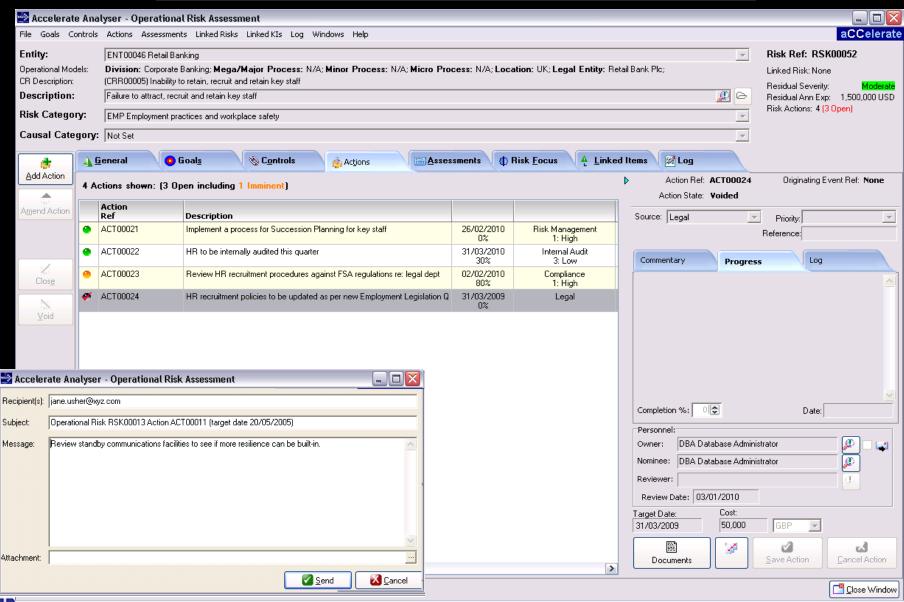
## Risk Query Tool Heat Map





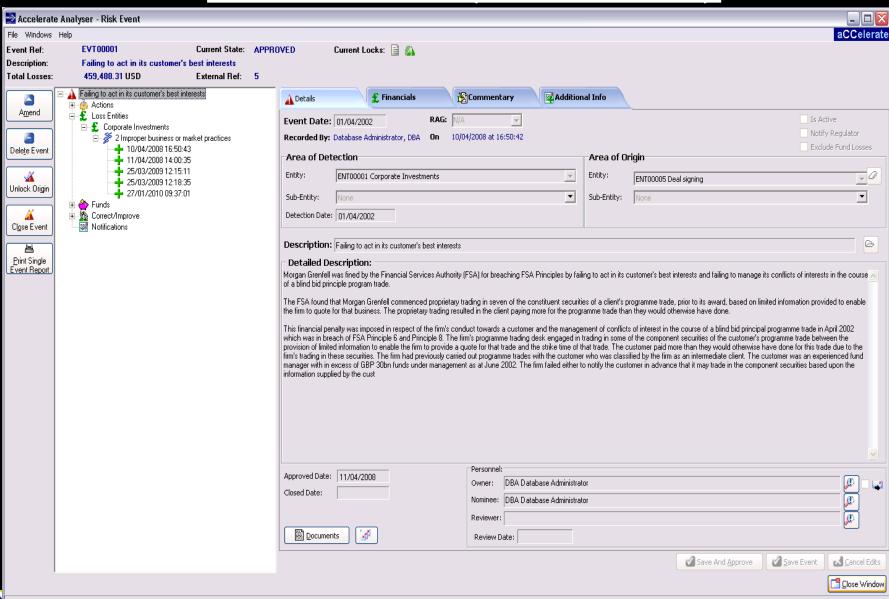


# **Applying Mitigating Actions**





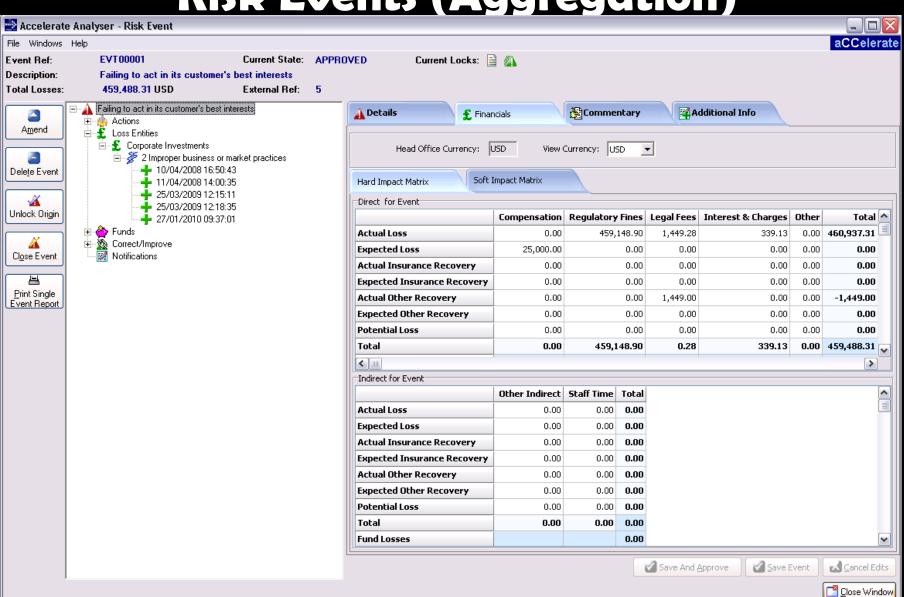
## Risk Events (Basic Flow)







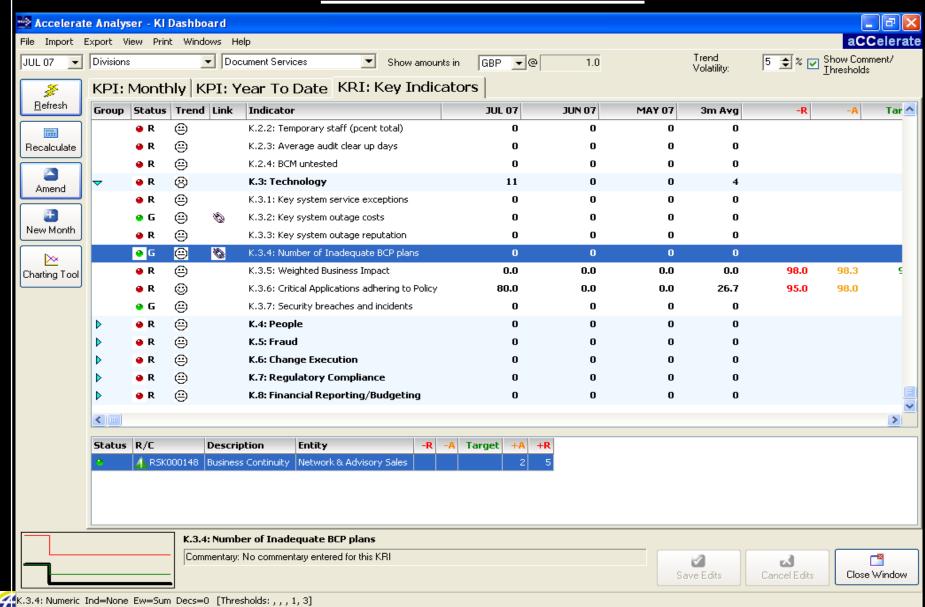
### Risk Events (Aggregation)





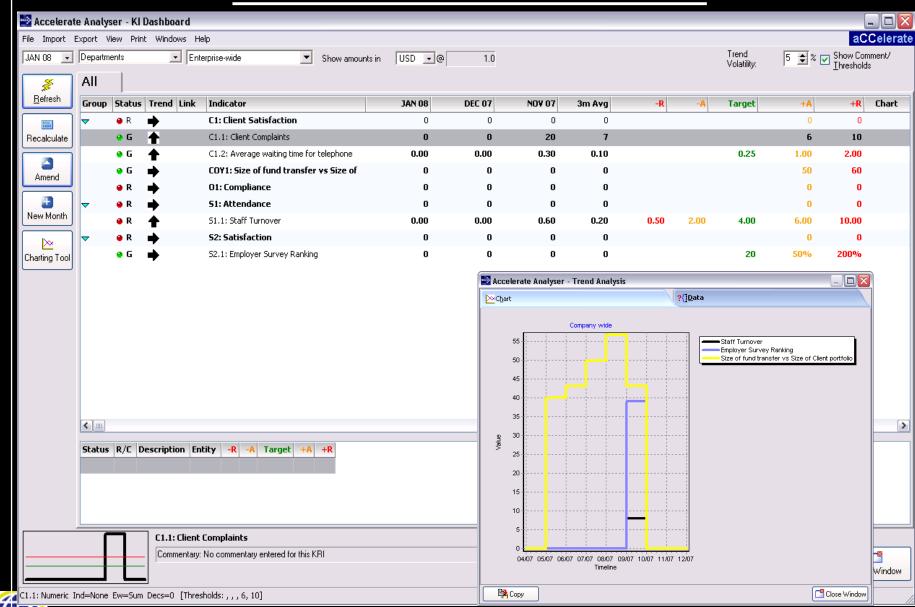


# KRI Dashboard





### **KRI Dashboard Charts**

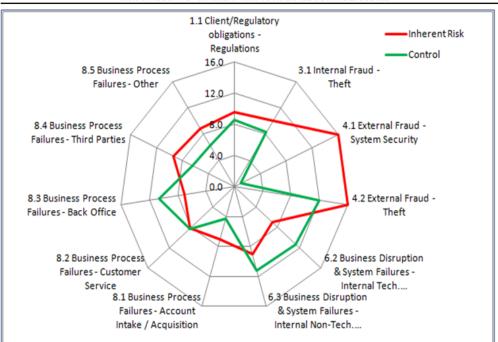




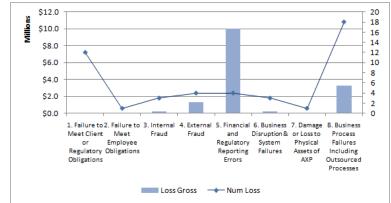
### Top risks and their KRIs







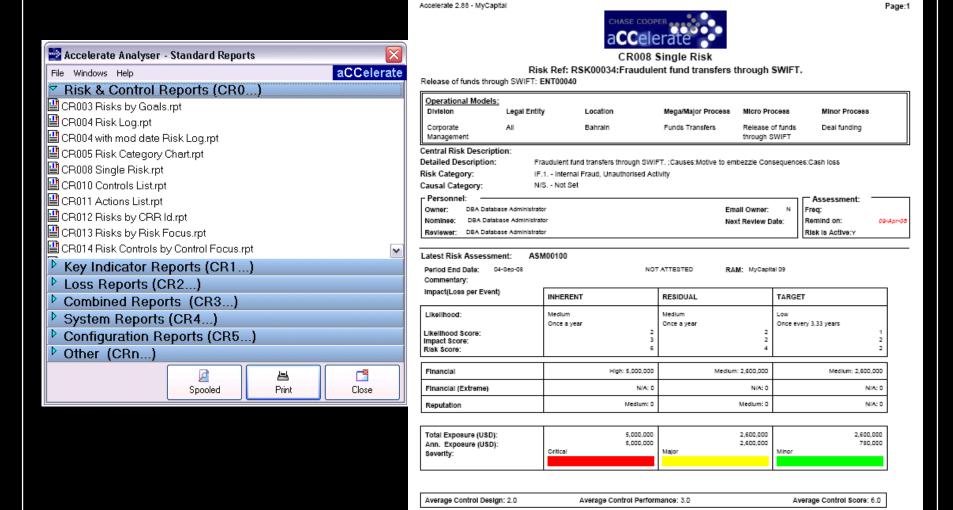
#### LOSS EVENT DATA FOR THE PERIOD Data Num Loss Risk Event Category Loss Gross 1. Failure to Meet Client or Regulatory Obligations 12 45.000 2. Failure to Meet Employee Obligations 3. Internal Fraud 3 228,064 4. External Fraud 1.315.025 5. Financial and Regulatory Reporting Errors 10,058,125 6. Business Disruption & System Failures 220,367 7. Damage or Loss to Physical Assets of AXP 1 8. Business Process Failures Including Outsourced Processes 18 3.309.074 **Grand Total** 46 15,175,65







## Reports (Parameter selection)







#### **Example of Multi Chart Reporting**









# **Example of Dashboard Reporting**

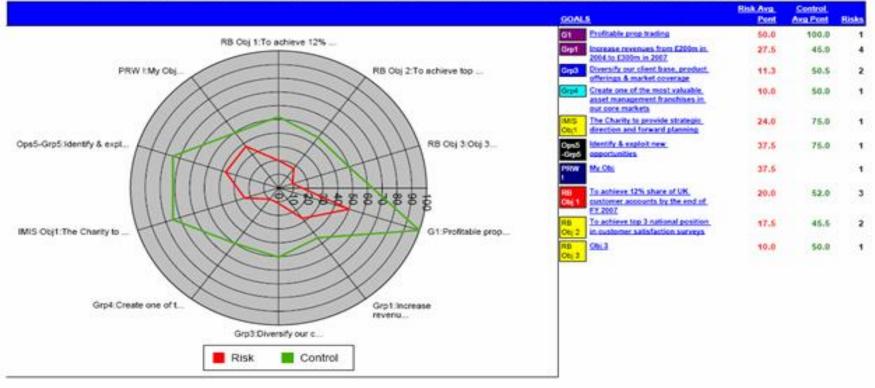
Company Name and app version from database - will be overwritten by application

Page:1



#### CR066 Goal Performance(DD)

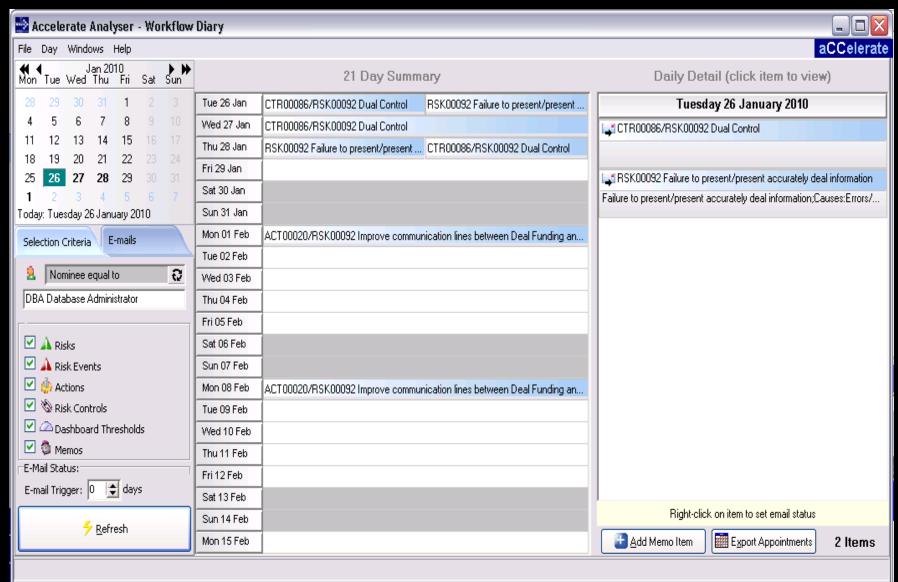
Data for DBA Database Administrator's permissions where DBA Database Administrator has permission to view this data. By Residual Risk Assessment Values







## **Workflow Diary**





Close

# T CPAK

#### Technology can improve ERM: -



- Risk culture is sponsored from the top and cascaded throughout the organization
- Comprehensive risk assessment performed to identify all risks – responsibility for risk coverage is clearly defined
- ► Gaps in risk coverage are identified
- Common risk management technology platform aligns all risk functions
- Risk reporting is provided to stakeholders to support decisions and enable performance



- Risk overlaps and redundancies are rationalized or eliminated
- Risk coverage focused on high priority risks versus low risk areas
- Technology and knowledge management is leveraged to improve productivity
- Proficient resources minimize the time required to assess, test and report risks



- Risk functions provides confidence to take risk as opposed to avoid risk
- Risk provides process improvement suggestions to improve security, privacy, availability
- Risk function provides identification of risks and assists in determining boundaries
- Risk function contributes to oversight and ongoing assessment of the most strategic initiatives (e.g., new systems, acquisition integration, etc.)

Draw Gaps in your programme







Are u sure?

