

Review 6

Risk management

1 Cross out the verb in each set of four which does not collocate with the noun on the right.

- 1 *relaunch refuse take cancel* the contract
- 2 *recommend adopt follow recover* a new strategy
- 3 *apply fight reduce double* your fee
- 4 *recall relaunch occupy damage* the product
- 5 *refer deny take on delegate* responsibility
- 6 *survive exploit practise manage* the crisis
- 7 *defend influence speculate see* the media
- 8 *guarantee commit defend improve* results

2 Complete the text with the words in the box.

based on commissioned conclusion demonstrate
identified impact purpose recommend respond
rule out terminate

This confidential report on our response to the discovery of tiny traces of lycomethane sulphate in our 'Pure Source' water has been (1) _____ by our Board of Directors. Its (2) _____ is to decide the future of the brand and (3) _____ a post-crisis marketing strategy. We have (4) _____ three possible ways forward. The first is that we keep the product on the market and continue as before. (5) _____ extensive testing and research, we have incontrovertible proof that such minute traces of lycomethane pose absolutely no danger to health. However, the (6) _____ on sales since media coverage of the discovery began has been devastating. The fate of other brands who have suffered similar PR scares in the food and beverage industry, for example the Chocsome Lindane scandal (7) _____ what is likely to happen if we fail to (8) _____ to public opinion. We are therefore obliged to (9) _____ the option of keeping 'Pure Source' brand on the market. The choices remaining to us are either to rebrand 'Pure Source' and re-launch it in due course or to (10) _____ the product line altogether. Due to the disappointing sales of Pure Source even before the crisis, we have reached the (11) _____ that the latter option – that of discontinuing the product – is the best course of action.

3 Match the sentence beginnings with the correct endings.

- 1 The company's problems can be
 - 2 What we must now do is take
 - 3 She cited
 - 4 In my view, our success is directly attributable
 - 5 It would be very difficult to measure
 - 6 Of paramount importance is that we have our bases
 - 7 You have got to guard against anything that threatens
 - 8 OK, step one, identify the major
- a) risks and assess their levels of seriousness.
 - b) conflicting advice as the reason for failing to act appropriately.
 - c) the impact such a policy might have on perceptions of our brand.
 - d) to our planning and commitment to strategic growth.
 - e) traced back to the period two years ago when insufficient checks and balances were in place.

- f) covered at all times to prevent damage.
- g) drastic steps to reduce our exposure to that market.
- h) our company's good standing in the eyes of our clients.

4 Put an appropriate word from the box into each space to complete the following text.

abuse bombarded damage identify impact
monitor resources strategy tolerate vulnerable

In a world where consumers and companies are often (1) _____ with advice on risk, we would all benefit from a clear-headed examination of what really constitutes risk and what is simply scaremongering and fear. Some parties, notably insurance companies and special policies sales people, have been known to (2) _____ the position of trust that they have with the consumer. Such unscrupulous operators prey on (3) _____ people such as the elderly. This is unfortunate, for we all have to (4) _____ a certain degree of risk or we would simply never get out of bed in the morning, and if one thing is certain it is that we cannot insure against every eventuality. What, then, is to be done? First of all, it is wise to have a clear (5) _____. Just as companies (6) _____ potential risks and put in place ways of dealing with them, individuals too can take steps to work out low-cost strategies to deal with risk. A key consideration here is to closely (7) _____ one's situation: things can change as we get older, and different situations require tailored solutions. A singer, for example, depends on their voice for their livelihood more than most professions, and would be well advised to insure against any (8) _____ to their voice. Such an eventuality would severely (9) _____ on their earning potential. Given limited (10) _____, prioritizing this particular insurance product might have to take precedence over more conventional insurance needs such as property.

5 Decide whether the adverb in each of the following sentences is a typical collocation or not. Mark the sentences as either correct or incorrect.

- 1 On the issue of individual accountability for personal decisions taken I tremendously agree.
- 2 While I am abroad I expect you to keep me fully informed of any important developments.
- 3 As we now know she is wholly innocent of any wrongdoing, we owe her a formal apology.
- 4 I am beginning to believe that what they told me about their market share was necessarily misleading.
- 5 At least he's honest – he openly admits to having had a part in the deception.
- 6 'Acts of God' are simply believed to be unpreventable, but in some cases it can be the actions of humans that contribute to their devastating effect.
- 7 In actual fact it is not explicitly obvious what your main argument is.
- 8 The company remains forcefully committed to outstanding service.