



VII Jornada Anual De Riesgos
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Chairman AIRMIC and Practicing Risk Professional

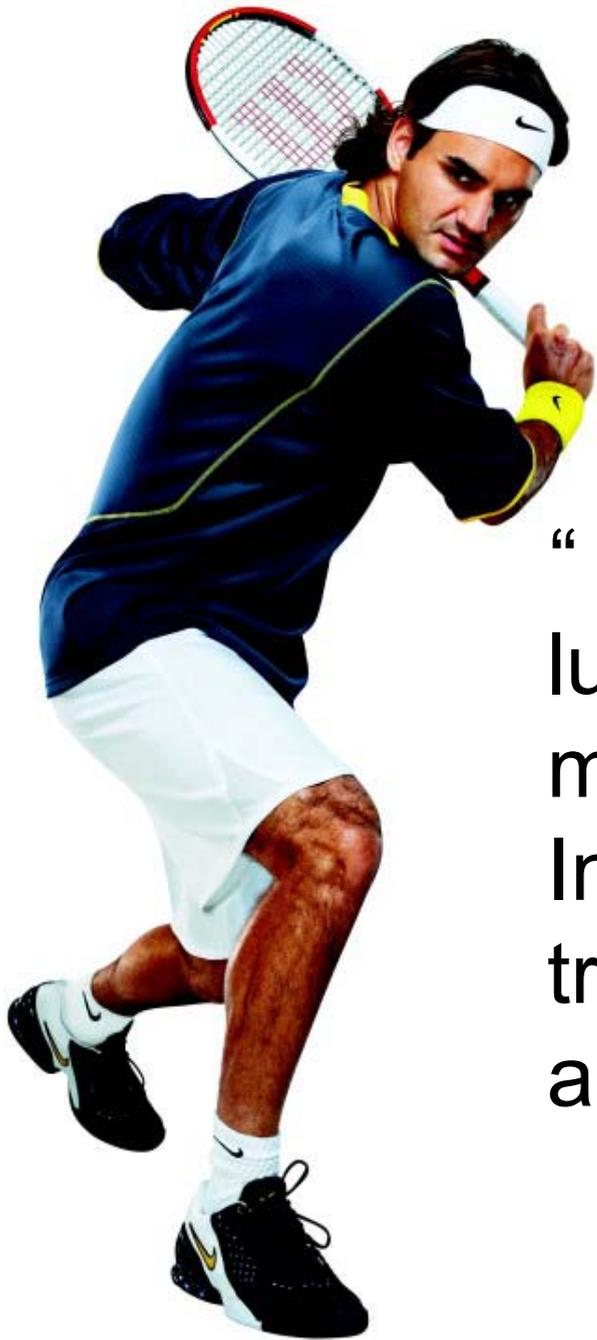
themes

from risk management
to risk strategy

erm

leadership





“ If everything is a matter of luck, risk management is a meaningless exercise. Invoking luck obscures truth, because it separates an event from its cause.”

Peter Bernstein



risk

when written in Chinese the word crisis is composed of two characters. One represents danger, and the other represents opportunity.

traditional thinking



development



innovate
evolve
grow



The most damaging phrase in the language is: "It's always been done that way."





fortune
befriends
the bold.



there are two primary choices in life: to accept conditions as they exist, or accept the responsibility for changing them

***Virtue is
never left to
stand alone.
He who has it
will have
neighbors.***





knowledge is power



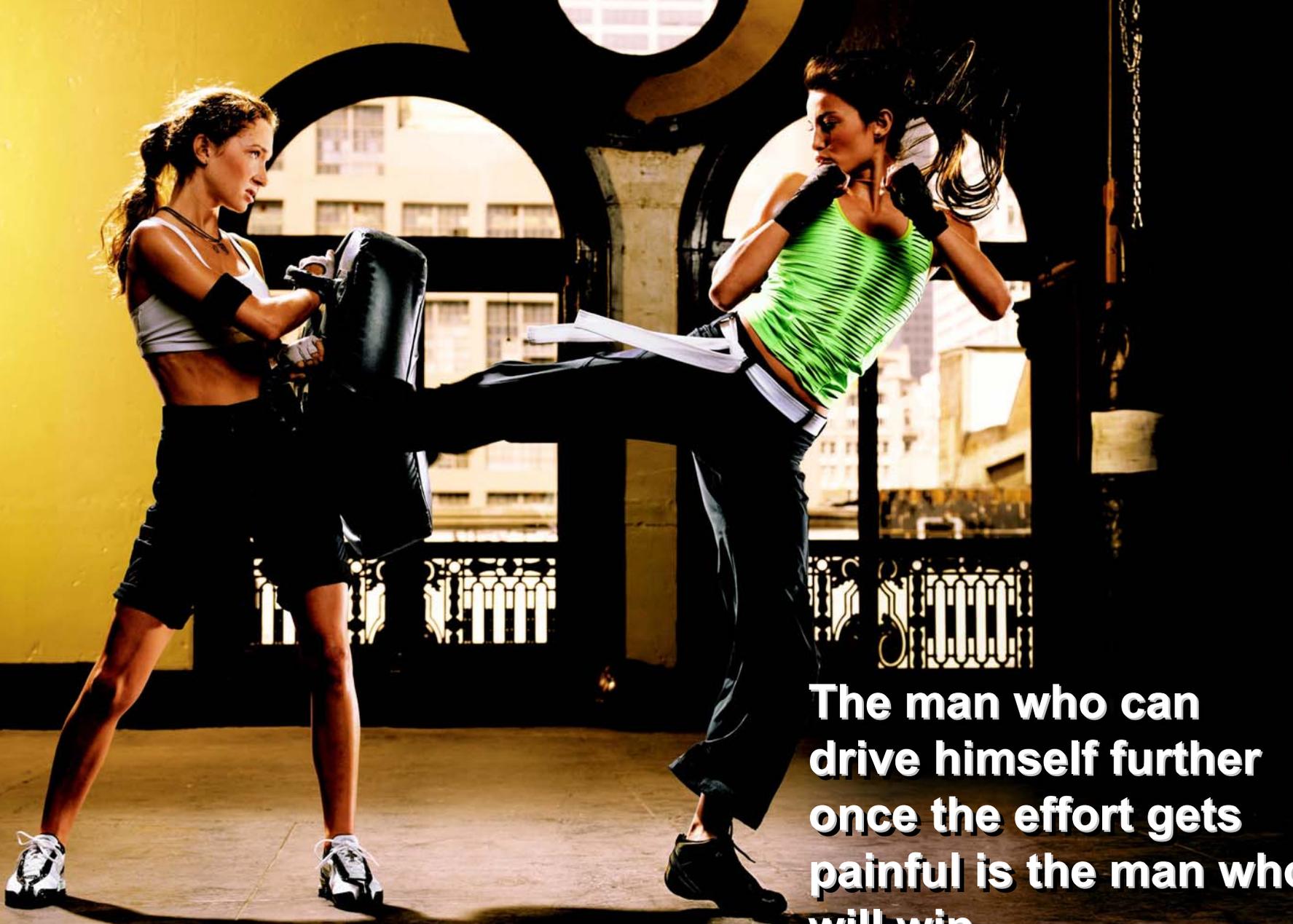
***Try not to
become a man
of success but
rather to become
a man of value.
Albert Einstien***

The basic building block of good communications is the feeling that every human being is unique and of value.





our belief was that if we kept putting great products in front of customers, they would continue to open their wallets.



**The man who can
drive himself further
once the effort gets
painful is the man who
will win.**

Roger Bannister



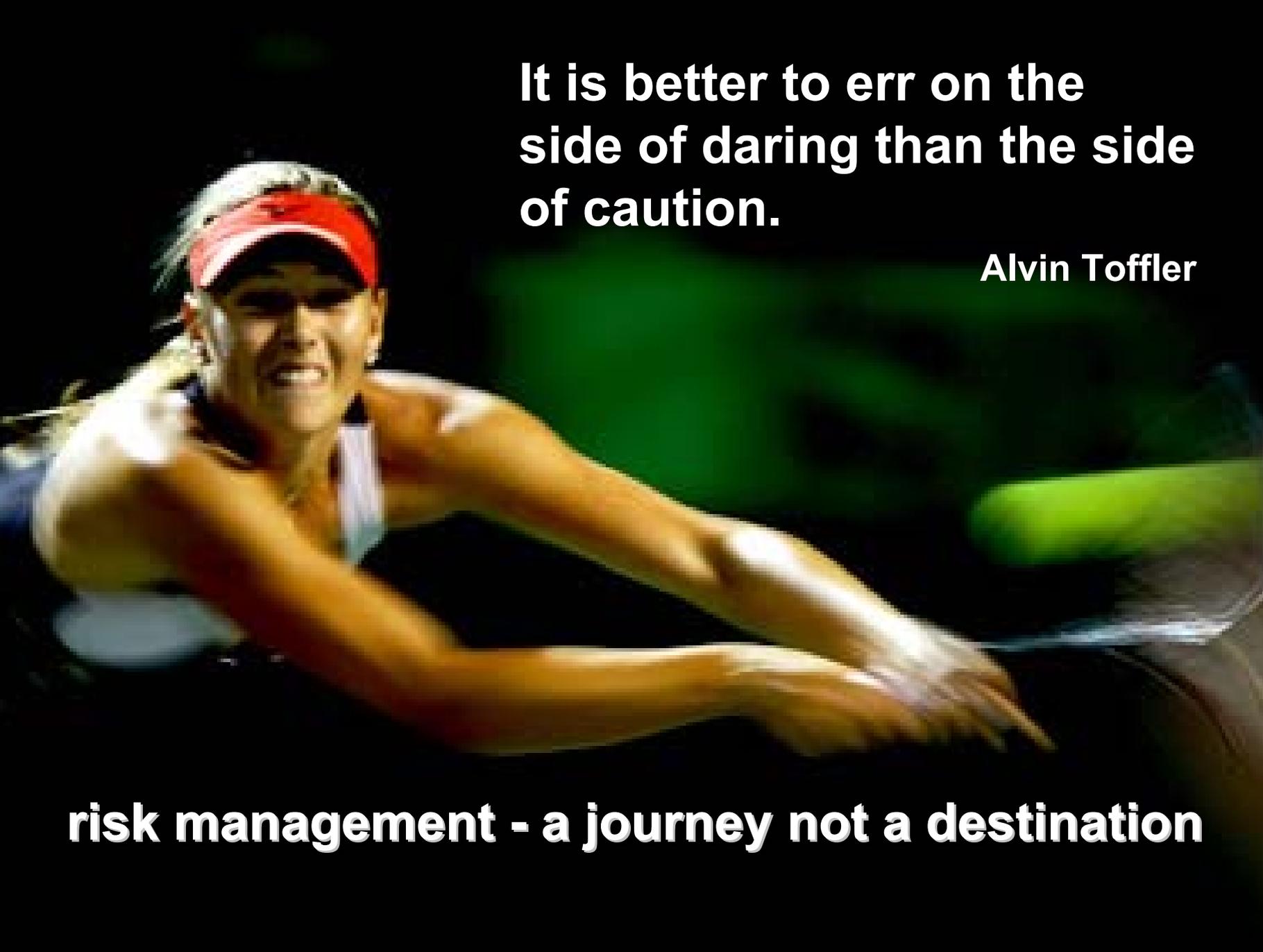
**Control your
destiny or
somebody else
will.**



invest don't spend

summary



A female tennis player is shown in a dynamic, low-to-the-ground pose on a tennis court. She is wearing a red visor and a white tank top. Her arms are extended forward, and she has a focused expression. The background is a blurred green, suggesting a tennis court setting.

It is better to err on the side of daring than the side of caution.

Alvin Toffler

risk management - a journey not a destination