



PROJECT MANAGEMENT CENTER FOR EXCELLENCE

A.J. CLARK SCHOOL OF ENGINEERING
Civil & Environmental Engineering Department



Creative Risk Identification

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Creative Risk Identification



Risky Business



"Bueller? Bueller?"



Back to the PMBOK!



"Help me, Obi Wan"



May the Risks be with You



Smells Like Team Spirit



And Your Little Risks Too!



"My Precious!"



Case Study: New Construction



Creative Risk Identification

“The main goal of risk management is to avoid unpleasant surprises”

Risk management is comprised of:

1. Risk Identification
2. Source Risk
3. Measuring Risk
4. Risk Response

Risky Business

Risk Identification, arguably the most important aspect of risk management, is defined as the process of determining risks that could potentially (negatively or positively) affect the project.

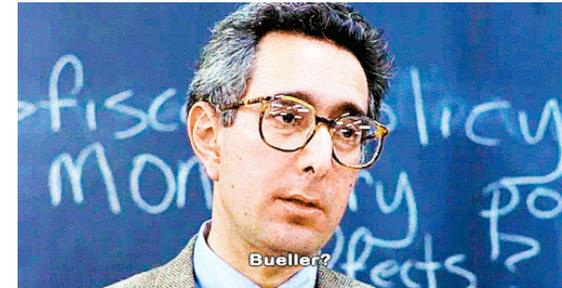


Creative Risk Identification

Components of the Problem:

1. Forming Team
2. Varying Levels of PM experience
3. Overwhelming Task
4. Task Duration (need to figure this out quickly)

"Anyone? Bueller? Bueller?"





Creative Risk Identification

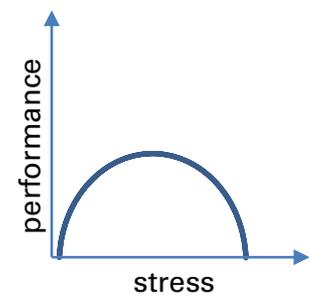
Back to the PMBOK!

Innovation = Creativity = Robust Risk Registers

Diverse, Interacting Teams = Better Innovation

Innovation output is low in low stress and high stress environments

Need a little stress, but a manageable task



Focus on Processes
No Innovation

Ignore Processes
Bad Project Management





Creative Risk Identification

Solution:

Creative, Guided Brainstorming

*"Help me, Obi Wan.
You're my only hope"*



Components of the Solution:

- Make it fun (less stress = more innovation)
- Challenge team to engage (push to storming)
- Teach classic risk identification concepts (gain PM experience)
- Use small short sessions (make it fast)



Creative Risk Identification

May the Risks Be with You! *Commonality and Creativity Drives the Movement*

Using pop culture examples provided a light-hearted but creative way to highlight commonality amongst the team, while teaching risk statement formation, and encouraging creative thought.

“**IF** Rick is unable to provide food to his group on a consistent basis through farming, **THEN** they will be forced to leave the sanctuary behind their walls, increasing the odds of being attacked by walkers and drawing the attention of bat swinging lunatics.”





Creative Risk Identification

Smells Like TEAM Spirit! **Risk Identification as the Foundation of Team Development**

Brainstorming around risk identification in a creative manner assisted in the transitions through the stages of project team development.

Four groups of team members challenged to identify risks, then select one of their identified risks and draw it in twenty minutes, *using an Etch-A-Sketch*.





Creative Risk Identification

And Your Little Risk Too! Expand Risk Identification Across RBS

Use the risk sources or categories to challenge team members to think outside of their own subject matter area.

Pair standards like "Financial"; "Reputation"; "Weather Event/Environment" with popular fictional characters in related circumstances.

Example: Wicked Witch of the East = Weather Event/Environment

***"Toto, I don't think we're
in Kansas any more."***





Creative Risk Identification

"My Precious!" Risk Reward

Promoting positive competition provides a great motivator for employees.

But at the end of the day, every winner wants a prize!

Fun, inexpensive prizes include:

- Certificates
- Candy
- Toys
- Team Winning Photo





Creative Risk Identification

Your Turn: A Case Study (New Construction)

You are the Director of a new construction project in space. Your project team is comprised of researchers, developers, engineers, and a lead architect who may or may not hold the demise of his family against you.

Despite your ambitions, from the onset leadership has expressed a lack of faith in your ability to deliver the completed construction on time, within budget, and perhaps most importantly, with the full range of capability outlined in the scope.

1. Name some of the risks listed in your risk register
2. Using the etch-a-sketch, draw a risk impacting your construction project





Creative Risk Identification

QUESTIONS?

"Anyone? Bueller? Bueller?"

