



# Scenario Analysis and Risk Assessment

The table on the next page reviews the types of risk the business is facing, as well as the relative impact of each risk. Create a high-level assessment, which will inform your areas of priority to work on right away.

## Discover and prioritize risks associated with:

- ① **Customers:** contractual obligations, customer retention, brand
- ② **Sales and distribution channels**
- ③ **Relationships:** suppliers, customers, partners, other 3<sup>rd</sup> parties
- ④ **Other key resources:** equipment, premises, etc.
- ⑤ **Staffing:** absenteeism, stress, illness, family obligations, financial obligations, morale
- ⑥ **Revenue streams**
- ⑦ **Costs:** loan obligations, utilities, payroll etc.
- ⑧ **Your personal situation:** mental and physical health, family obligations, financial obligations, personal availability, travel disruptions
- ⑨ **Other**

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## Create a holistic list of possible scenarios including:

- **Likelihood** (0-5%, 6-20%, 21-50%, 51-80%, 81-100%)
- **Degree of impact** (1-5)
- **Speed it will materialize** (now, 1wk, 2-3wks, 1 mo, 2-3mo)
- **Positive or negative consequence** (P/N)



See template on next page

