PRETSEL

There are several frameworks to evaluate risks. One that covers many of the areas as a memorable mnemonic is PRETSEL. The acronym stands for Political, Relational/Reputational, Economic, Technological, Social, Environmental, Legal.

If something changed in each of these areas, how might they affect your business. By digging in, you should also start to see ways you might address them or prepare for them if they were to happen. You can't know everything. You can't plan for everything. However, thinking about the possibilities - not just positive, but negative as well - will help you create resilience in your business on a long-term basis.

Name 1-2 risks in each of these areas - and an action you might take – then or now that could improve your business resilience.

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| 1-2 Risk potentials | 1-4 Actions to be proactive |
| POLITICAL |
|  |  |
| RELATIONAL/REPUTATIONAL |
|  |  |
| ECONOMIC |
|  |  |
| TECHNOLOGICAL |
|  |  |
| SOCIAL |
|  |  |
| ENVIRONMENTAL |
|  |  |
| LEGAL |
|  |  |