
WHAT'S YOUR RISK PERSONALITY?

THE FIVE RISK PERSONALITY TYPES

1. THE RISK AVOIDER

- **Characteristics:** Prefers certainty, seeks to eliminate all possible risks
- **Strengths:** Thorough planning, comprehensive backup systems
- **Challenges:** May over-plan, resist necessary risks, 'paralysis by analysis'
- **Event Planning Example:** Creates five backup plans for every scenario; extensive insurance coverage

2. THE RISK CALCULATOR

- **Characteristics:** Methodical analysis of probability vs. impact, data-driven decisions
- **Strengths:** Balanced approach, uses frameworks effectively, objective analysis
- **Challenges:** May get stuck in analysis, struggles with incomplete information
- **Event Planning Example:** Uses detailed risk matrices and cost-benefit analysis for all decisions

3. THE RISK OPTIMIST

- **Characteristics:** "It'll probably be fine" attitude, focuses on positive outcomes
- **Strengths:** Calm under pressure, doesn't get paralyzed by potential problems
- **Challenges:** May underestimate risks, insufficient contingency planning
- **Event Planning Example:** Minimal backup plans, confident that things will work out

4. THE RISK ADAPTER

- **Characteristics:** Flexible response to changing conditions, comfortable with uncertainty
- **Strengths:** Quick pivots, creative solutions, thrives in dynamic situations
- **Challenges:** May not plan enough in advance, reactive rather than proactive
- **Event Planning Example:** Great at crisis response, but may not have formal plans

5. THE RISK DELEGATOR

- **Characteristics:** Relies on others' expertise, defers risk decisions to specialists
- **Strengths:** Leverages team strengths, not overwhelmed by complexity
- **Challenges:** May not understand risks fully, dependent on others' judgment
- **Event Planning Example:** Relies heavily on venue security, insurance companies, vendors

SIMPLE RISK PERSONALITY ASSESSMENT

Instructions: Circle the response that best describes your typical approach. There are no right or wrong answers.

SCENARIO 1: CONFERENCE WEATHER THREAT

You're planning an outdoor reception for 500 people. The weather forecast shows a 40% chance of rain.

A) Cancel the outdoor reception and move everything inside immediately **B)** Analyze hourly forecasts, have indoor backup ready, decide 24 hours before **C)** Keep it outdoor - 40% chance of rain means 60% chance of perfect weather! **D)** Set up both indoor and outdoor options, be ready to pivot based on conditions **E)** Ask the venue what they recommend and follow their advice

SCENARIO 2: KEY SPEAKER CANCELLATION

Your headline speaker cancels 48 hours before the conference due to illness.

A) Always have 2-3 backup speakers pre-contracted for every major slot **B)** Review speaker options based on expertise match, audience appeal, and availability **C)** Promote the next scheduled speaker - the audience will be fine with the change **D)** Quickly reach out to network, be creative with format changes or panel discussions **E)** Call your speakers bureau or agent to handle the replacement

SCENARIO 3: TECHNOLOGY FAILURE

The conference app crashes on the morning of your event.

A) Always have printed materials as backup for everything digital **B)** Have IT support on standby with backup systems and clear escalation procedures **C)** People managed conferences for decades without apps - we'll figure it out **D)** Switch to social media updates and improvised communication methods **E)** Let the app vendor handle it while you focus on other conference elements

SCENARIO 4: BUDGET OVERRUNS

Your conference expenses are tracking 15% over budget with two months to go.

A) Cut expenses immediately to get back under budget, reduce scope if necessary **B)** Analyze each line item, prioritize cuts based on impact, negotiate with vendors **C)** The event is important - find additional funding or accept the overrun **D)** Look for creative cost-saving solutions and alternative revenue sources **E)** Discuss with finance team and let them decide on budget adjustments

SCENARIO 5: VENUE SECURITY CONCERN

Local police inform you of a general security threat in the area during your conference.

A) Move the conference to a different location or cancel if necessary **B)** Assess threat level, coordinate with security experts, implement appropriate measures **C)** These threats happen all the time - maintain normal operations with basic precautions **D)** Work with venue and police to adapt security measures as situation develops **E)** Follow venue security recommendations and police guidance exactly

SCORING GUIDE

Count your answers – Look at the majority of your answers:

- Mostly A answers: Risk Avoider
- Mostly B answers: Risk Calculator
- Mostly C answers: Risk Optimist
- Mostly D answers: Risk Adapter
- Mostly E answers: Risk Delegator

If you have a tie: You likely demonstrate multiple risk styles depending on the situation, which can be a strength!

APPLYING THESE CONCEPTS TO EVENTS

RISK PLANNING BY PERSONALITY:

Risk Avoiders might focus on:

- Comprehensive emergency procedures
- Multiple vendor backups
- Extensive insurance coverage

Risk Calculators might focus on:

- Detailed risk assessment matrices
- Data-driven decision making
- Systematic contingency planning

Risk Optimists might focus on:

- Stakeholder confidence and morale
- Creative problem-solving
- Maintaining event momentum

Risk Adapters might focus on:

- Real-time situation monitoring
- Flexible response protocols
- Quick decision-making processes

Risk Delegators might focus on:

- Building strong vendor relationships
- Leveraging external expertise
- Clear communication channels



REFLECTION / TABLE DISCUSSION

How does your risk personality show up in your daily work?

What challenges does your personality type face in crisis situations?

Who on your team has a complementary risk personality?

What blind spots might your team have?

NOTES: