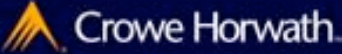


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## Email Blasts

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## The Unique Alternative to the Big Four<sup>®</sup>

### Tackling the 800-pound Gorilla: Implementing ERM

You already know that developing and implementing an ERM strategy is critical for both protecting and prolonging your organization's well-being. But you're immobilized by two daunting yet common questions about ERM: "Where do I start?" and "What can it do for my organization?"

Crowe Horwath LLP's whitepaper, "Enterprise Risk Management: A Practical Plan to Get Going Now," outlines a simple yet productive approach that will help propel you from the discussion stage to the execution phase while explaining the benefits of ERM. You'll find out more about:

- Organizing the right people and setting objectives and time frame;
- Building an ERM model while communicating specific definitions of risk management;
- Maintaining a broad perspective and identifying where risks reside within business units and across an organization;
- Identifying existing risk activities and programs already underway; and
- Determining how your current responses integrate into an overarching ERM strategy.



Learn how to put ERM into motion at your organization:  
[Download "Enterprise Risk Management: A Practical Plan to Get Going Now"](#)

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## Avoiding the Black Swan: Barriers to Improving Risk Management

CFO Research Services, in collaboration with Crowe Horwath LLP, surveyed chief finance executives on their attitudes, risk assessment methodologies, and working challenges. The candid responses offered illustrate organizational and executive barriers that keep enterprise risk management programs from being effectively developed and executed. This report, "Avoiding the Black Swan: Barriers to Improving Risk Management," includes conclusions and recommendations that will be insightful for helping to improve corporate management.

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