

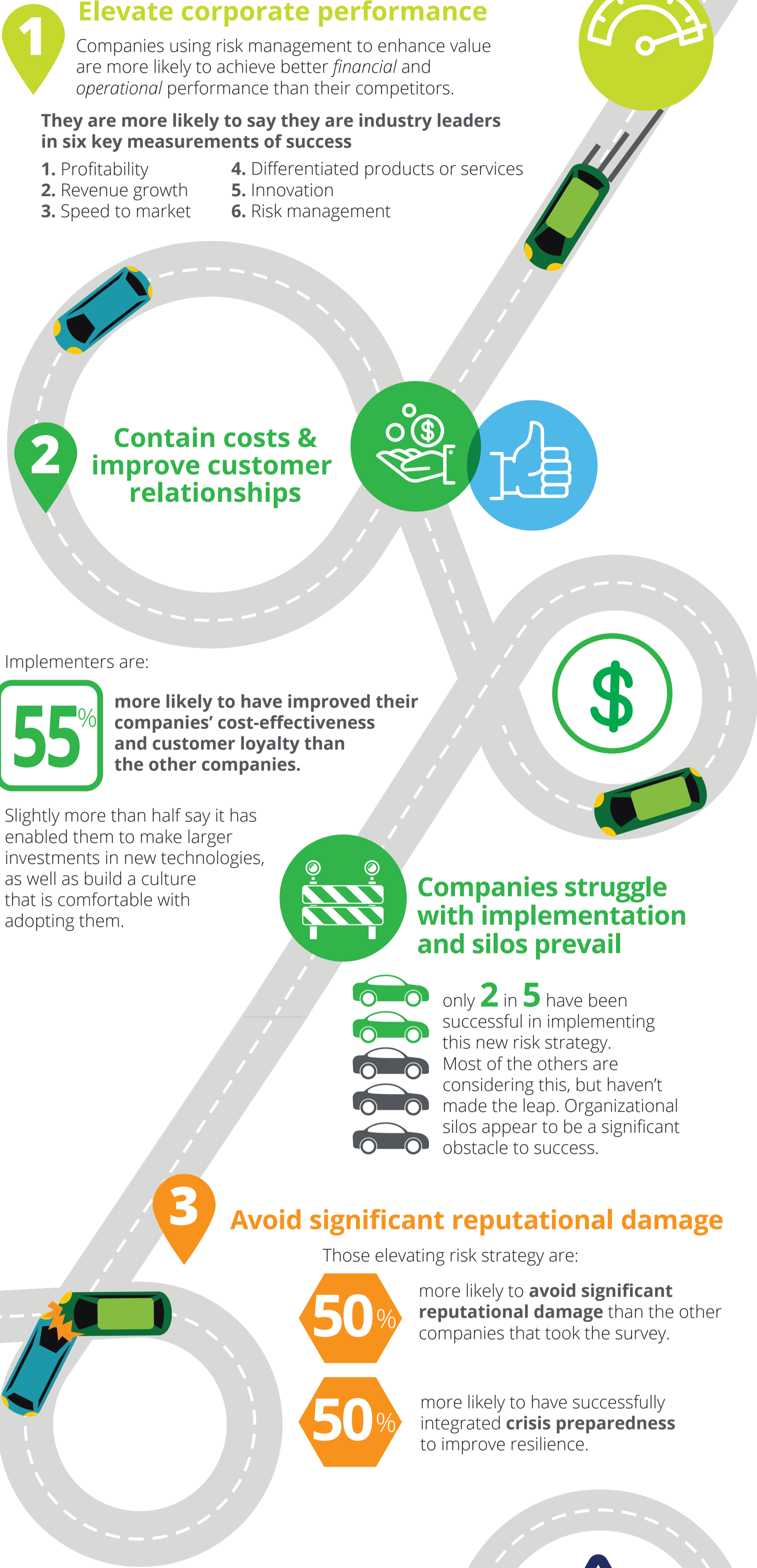
# Raising your game:

## Elevate risk strategy to enhance brand reputation and create value

Champion racing car driver Mario Andretti said: "If everything seems under control, you're not going fast enough." The same holds true for today's business. You can't have opportunity without risk, but for every risk taken, there emerge new opportunities to create value and enhance your brand reputation. If business leaders raise their game by taking advantage of the latest technologies and coming up with new risk strategies to outflank the competition, the rewards for their companies can be profound.

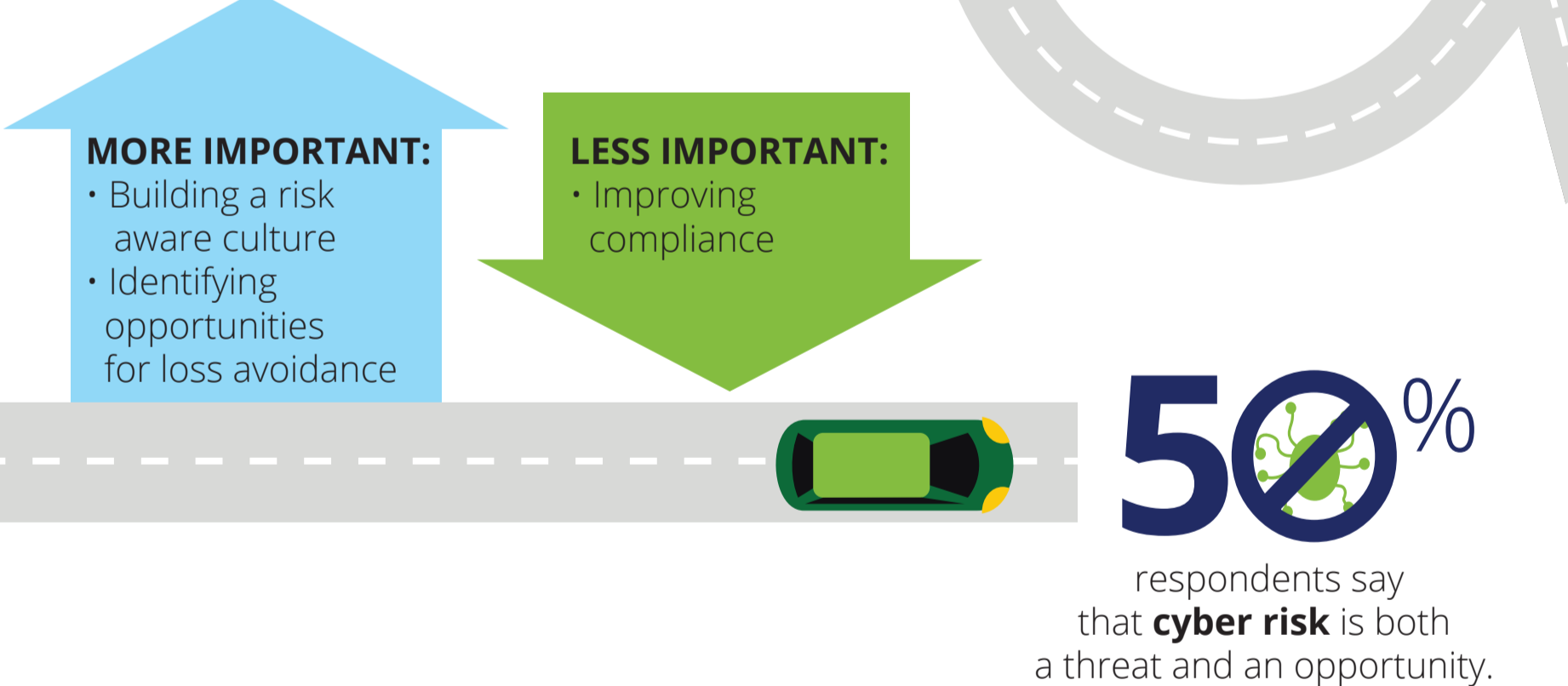
### What are the benefits of this new perspective and risk strategy?

What did we find? Results from a survey of 300 U.S. executives show companies that use risk management to add value:



### Why change now? Changes in risk environment require shifts in strategy.

Risk priorities are likely to shift in the next three years.



### What can you do? Change your company from within.

To shift to this new risk model, companies can adopt several best practices that involve strategy, culture and measurement.



**Contact us**  
To discuss your organization's risk strategy and dive deeper into the results from the survey, contact Deloitte Advisory. Drive on.

**Deloitte.**

Standard legal description TK  
[Insert the appropriate internal / external disclaimer]  
[For MF communications, please consult with your internal risk or legal teams as to what additional language is appropriate.]

**FORTUNE**  
KNOWLEDGE GROUP