

# SANTASADŌ

## Martin van Staveren - Risk Dialogue

Finding Focus With the Goal-Uncertainty-Doing-Approach

COMMUNICATION | ORGANIZATIONS



Is your organization investing valuable time and energy in complicated forms of risk management that fails to deliver any notable added value? Are you struggling to reach the organizational goals in a complex and uncertain environment?

Then have a Risk Dialogue, an accessible and obtainable approach to make an immediate start by asking three simple questions:

1. What is the Goal?
2. What is the Uncertainty?
3. What do we have to Do?

This Goal-Uncertainty-Doing questions are the beginning for a dialogue in which you talk Explicitly,

Realistically, and Logically about the relevant uncertainties, risks, and chances in your organization. This will provide a clear image of your goals, a mutual understanding, and sharp strategic choices.

*Risk Dialogue* makes it easy for every manager and professional to effectively deal with complexity and uncertainty, making time-consuming and dull risk sessions become redundant. For everyone who wants to make a valuable contribution to complex issues like sustainability, safety, profitability, and well-being in a dynamic world.

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- Dutch edition published by Boom uitgevers Amsterdam

## ABOUT THE AUTHOR



Dr **Martin van Staveren** MBA stands for dealing differently with uncertainties, risks and opportunities. He studied technical earth sciences at Delft University of Technology and international business administration at NIMBAS/Bradford University. He obtained his PhD in risk management in organisations from the University of Twente.

After completing his military service as a sergeant in an infantry anti-tank unit, Martin started as a production manager in the glass industry. He then worked for almost 20 years as an engineer, project leader, product manager, sector director and researcher in the infrastructure sector at GeoDelft and Deltares. He worked on complex projects in Africa, the Middle East and Asia. In 2006, he became research leader within the Delft Cluster Programme. He combined this with PhD research on introducing risk management in organisations, while continuing to do consultancy work.

After obtaining his PhD, he started risk agency VSRM during the financial crisis of 2009. This under the motto practice what you preach. With VSRM, Martin specialised in the development and application of risk-driven work with risk leadership. This is based on the triangle of risk, innovation and change management, with special focus on the people within the organisation.

As a consultant and trainer, Martin supports supervisors, directors, executives, managers and professionals in all kinds of (semi)public organisations and companies. Clients are very diverse: hospitals and healthcare organisations, insurers and financial institutions, companies in the industry, construction companies, consultancies, ICT organisations, project agencies, ministries and implementing organisations of the Dutch central government, housing associations, provinces, water boards and municipalities.

As a core lecturer at two executive master's programmes, Risk Management and Public Management at the University of Twente, Martin is responsible for the Risk Management Cycle master class. He guides participants through their practice-based scientific studies. He also teaches in various lecture series and professional courses, including at Nyenrode Business University and Avans+. In addition, he gives all kinds of workshops and is a speaker at seminars and conferences.

Martin has written seven bestselling books, dozens of articles and even more blogs and book reviews. In 2015, Martin received the international GeoSafety Network Award for his contribution to the development of risk management. In 2019, at the Risk & Resilience Festival, he received the University of Twente's Caroline Award, the audience award for a contribution on sustainable risk leadership. In 2021, he received the same audience award for a presentation on big data, ethics and risk leadership. In 2022, it was agreed that he would no longer compete for this award, in exchange for a keynote on the risk of safety.

## RECOMMENDATIONS

'A convincing plea for the failure of paper tigers and the necessity of good dialogue. With a practical approach, firmly based on scientific research. Recommended!' — Prof. dr. **Ellen Giebels**, Professor Psychology of Conflict, Risk & Safety, Twente University

'Conducting good risk dialogues has greatly helped me fathom my organization, understand my colleagues, and focus on the risks we are prepared to take as an organization. This book offers great insight and practical tools on how to conduct this dialogue.' — **Nanette van Schelven**, Director-General, Dutch Border Customs

'In *Risk Dialogue* Martin van Staveren provides a clear and simple approach how to have a conversation and cope better with insecurities, risks, and chances. Highly recommended!' — **Katja Staartjes**, mountaineer, speaker, team coach, and author

'*Risk Dialogue* is very powerful and practical approach to bring risk management back to its core. A must-read.' — **Elise van Driel**, Head Strategy Execution Office Wholesale & Rural, Rabobank

'With his book Martin van Staveren offers a thorough contemporary alternative that is highly applicable.' — Prof. dr. **Jack A.A. van der Veen**, Professor Supply Chain Management, Nyenrode Business University

'Ever so valuable for every professional.' — **Herman Derks** MBA, Directeur Personal & Corporate Finance, Avans University of Applied Science

'*Risk Dialogue* is a wonderful and pragmatic way to have a conversation.' — **Stan Verstraelen**, Partner and Head of New Business, Mind Work Productions

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