

Risk Management Meets Politics and the General Public: Is Risk Management Increasing Risk

Rodger B. Singley

Department of Marketing, Illinois State University, Normal, IL 61790

The science and practice of Risk Management has rapidly transitioned from niche knowledge base to a common part of everyday vocabulary. Starting with the rapid adoption by global corporations in the early 1990s in the form of enterprise risk management, the utilization of risk management has increased sharply and is currently most strongly associated with understanding and managing the impacts of climate change. This presentation explores the basic principles of risk management, best practices for its utilization, and how it is increasingly misunderstood and misapplied resulting in increased longer-term risk. The accelerating loss of wetlands, barrier islands, and coastal areas in the state of Louisiana provides the focal point leading to understanding of how different stakeholders perceive the importance of different risk factors and outcomes, of how these differing perceptions form impediments to proper risk management, and a potential model and set of best practices for how to properly apply risk management in a broad political environment. Additionally, coastal Louisiana provides an excellent example of how decades of improperly managed risks can suddenly reach a crisis level when amplified by the impacts of climate change.