WhyteRock Risk

Risk Starter Kit

Five self-scored assessments. 50 statements.
Find where your organisation is manufacturing risk —
before the market finds it for you.

HOW TO USE

Run it in forty minutes.

Score each statement from 0 to 4. Zero means it is not true of us at all. Four means it is reliably, verifiably true. Do not average across the room — take the lowest honest score anyone in the room will defend.

Add each section to a subtotal out of 40. Anything under 24 is a structure producing risk faster than you are retiring it. Re-run the whole kit quarterly and track the direction, not the number.

SCORING KEY

0 Not true 1 Rarely true 2 Sometimes true 3 Mostly true 4 Reliably true

32–40 Designed · 24–31 Holding · 16–23 Drifting · 0–15 Manufacturing risk

ASSESSMENT

Brand & Reputation

Score each statement 0–4 in the box at right.

01	We can name, in one sentence, the promise our brand makes to the market.	
02	Someone owns reputation risk by name, not by committee.	
03	We know what a negative story about us would most likely be about.	
04	Front-line staff can answer a customer question without escalating.	
05	We have said no to revenue that conflicted with our stated values.	
06	Our public claims are checked against internal reality at least yearly.	
07	We monitor what former employees say about working here.	
08	A crisis statement could be drafted and approved within 24 hours.	
09	Our brand promise and our compensation practices do not contradict.	
10	We measure trust, not just awareness.	

Brand & Reputation subtotal / 40

ASSESSMENT

Pay Parity & Incentives

Score each statement 0–4 in the box at right.

01	We have run a pay-equity analysis in the last 18 months.	
02	Two people doing the same work here earn within a defensible band.	
03	Incentives reward the outcome we want, not the activity we can count.	
04	No one is paid in a way that makes hiding bad news rational.	
05	Pay bands are documented and applied consistently at offer stage.	
06	We know our median pay ratio between top and bottom quartile.	
07	Raises follow a stated cycle rather than negotiation pressure.	
08	Contractors and staff doing identical work are compensated coherently.	
09	Departures are exit-interviewed for compensation drivers.	
10	Leadership incentives extend beyond the current fiscal year.	

Pay Parity & Incentives subtotal / 40

ASSESSMENT

Governance & Decision Rights

Score each statement 0–4 in the box at right.

01	Every recurring decision has a named owner.	☐
02	We can produce the reasoning behind our last three major decisions.	☐
03	Escalation paths are written down, not folklore.	☐
04	Conflicts of interest are disclosed on a standing basis.	☐
05	The board (or equivalent) sees unfiltered operating data.	☐
06	We distinguish decisions that are reversible from those that are not.	☐
07	Delegated authority has explicit dollar and scope limits.	☐
08	Someone independent can veto a decision on risk grounds.	☐
09	Policy exceptions are logged and reviewed.	☐
10	We review governance itself at least annually.	☐

Governance & Decision Rights subtotal / 40 ☐

ASSESSMENT

Supply Chain & Dependencies

Score each statement 0–4 in the box at right.

01	We can list our top ten dependencies from memory.	☐
02	No single vendor failure would halt revenue for more than a week.	☐
03	We hold contracts, not just relationships, with critical suppliers.	☐
04	We know the tier-two suppliers behind our tier-one vendors.	☐
05	Key software and infrastructure have documented fallbacks.	☐
06	Payment terms do not quietly finance a fragile supplier.	☐
07	We audit supplier labour practices in some form.	☐
08	Concentration risk by geography has been mapped.	☐
09	Contract renewal dates are tracked centrally.	☐
10	We have exited a supplier relationship cleanly in the last three years.	☐

Supply Chain & Dependencies subtotal / 40 ☐

ASSESSMENT

Information Flow & Knowledge

Score each statement 0–4 in the box at right.

01	Bad news reaches leadership within days, not quarters.	☐
02	No critical process lives only in one person's head.	☐
03	Documentation is updated as part of the work, not after it.	☐
04	We can onboard a replacement for any role within 30 days.	☐
05	People are not punished for surfacing problems early.	☐
06	We keep a written record of near-misses.	☐
07	Data used for decisions has a named source of truth.	☐
08	Cross-team handoffs have a defined format.	☐
09	Institutional memory survives reorganisation.	☐
10	We run post-mortems that change behaviour.	☐

Information Flow & Knowledge subtotal / 40 ☐

NEXT

What to do with the number.

A score is not a verdict — it is a map of where structure is doing the damage. Take your two lowest sections and treat them as design problems, not discipline problems. Ask what the system rewards, then change the reward before you change the people.

- **Name the owner**
  Every low-scoring statement gets one person's name against it and a date.
- **Change one incentive**
  Pick the single incentive most likely to produce the behaviour you scored badly on.
- **Re-run in 90 days**
  Direction matters more than the absolute score. Track the delta.
- **Publish internally**
  Sharing the result is itself a governance control.

Want the full diagnostic?

Run the interactive liability model at whyterock.app and subscribe to the Risk Design Journal.