FOR BUSINESSES, ASSOCIATIONS AND EXPERTS · METHOD

Risk-to-Resilience Mapping Guide

A proposed methodology for helping professional and community groups prepare before the critical moment arrives.

Mental wealth as an enabler of outcomes

People want to run sustainable businesses, protect their families, work safely, make sound decisions, succeed professionally, maintain relationships and respond effectively to difficulties. Stress, fatigue, uncertainty, isolation, loss, conflict, inadequate preparation and poor access to support can affect these outcomes.

Mental wealth is partly about having the capacity, resources and support to navigate these realities. A business becomes relevant when it can legitimately help improve an outcome that already matters to its audience.

The idea

Many problems that create serious personal, professional or organisational distress have warning signs, recurring circumstances or foreseeable periods of increased risk. Risk-to-Resilience Mapping identifies what people need to know and prepare for before the critical moment arrives.

Challenge	Consequence	Preparation	Support	Outcome
A recognisable pressure or risk	Its human and operational cost	What can be anticipated and done earlier	Relevant expertise, tools and services	Better capacity to pursue what matters

The ten-step method

1. Identify the audience or profession.
2. Identify the outcomes they want to achieve or protect.
3. Create an inventory of recurring pressures, risks and difficult moments.
4. Identify what can realistically be prevented, mitigated or prepared for.
5. Identify appropriate professionals, tools, resources and support systems.
6. Design useful conversations around those priorities.
7. Identify suitable organisations whose offerings can make a legitimate contribution.
8. Deliver the conversations and supporting resources.
9. Provide voluntary pathways to further assistance.
10. Evaluate participation, practical value and agreed programme outcomes.

Before, during and after

Phase	Focus	Examples
Before	Recognise risks, prepare, build useful habits and establish support systems.	Know the warning signs and predictable pressure points; Put documents, plans and agreements in place; Know who to call before you need them
During	Make informed decisions, respond appropriately and access professional support.	Use the plan you prepared; Get the right professional help early; Avoid decisions made in panic or isolation
After	Recover, adapt, learn and strengthen future resilience.	Recover and rebuild capacity; Review what helped and what did not; Strengthen preparation for next time

What preparation can and cannot influence

Can influence	Cannot control
Awareness of risks and warning signs	Whether a crisis happens at all
Documents, plans and agreements in place	Weather, markets, illness or loss
Quality and timing of decisions	Other people's choices
Knowing where to get help, sooner	The need for professional treatment where required

What a map can include

- A profession-specific inventory of predictable risks
- A calendar of pressure points
- Preparation prompts and checklists
- Preventive resources
- Appropriate professional referral pathways
- Relevant conversation themes
- An engagement and follow-up plan

Illustrative extract: commercial farmers

Format illustration only. Seasons and pressures vary by region and enterprise; any published map is developed and reviewed with qualified contributors.

Period	Predictable pressures	Preparation	Contributors
Jan–Mar	Planting decisions, input costs, early-season cash flow	Input budgeting checklist; cover review	Agronomist, financial adviser
Apr–Jun	Harvest timing, price volatility, labour	Marketing and storage plan; safety briefing	Market specialist, safety officer
Jul–Sep	Debt repayment, family obligations, fatigue	Repayment calendar; family-finance conversation	Financial counsellor, wellbeing facilitator
Oct–Dec	Drought risk, succession, planning ahead	Continuity and succession checklist	Lawyer, insurer, wellbeing facilitator

Important limits

Preparedness cannot prevent every crisis. Programmes do not eliminate distress, guarantee resilience or replace professional treatment. A professionally validated library of maps across professions does not yet exist; maps are developed for each campaign with qualified contributors.

Next step

Tell us the audience you want to reach and the objective behind it. It takes about two minutes and commits you to nothing.

Build My Customer Engagement Campaign: www.conversationsthatcount.org/businesses/#plan

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