

# RISK MANAGEMENT: WHAT DOES IT ALL MEAN FOR YOUR GUESTS?

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**Risk management** is a phrase we hear a lot in the outdoor adventure industry and its impact is crucial to the sustainability of our industry. There is much weight being put on a single phrase and still, there are many that do not have a good consistent risk management plan from start to finish. Don't worry, you are not alone if you don't, as many struggle to find the balance between managing risk and creating a value-full guest experience.

Let's take a look at another phrase, *"perception of safety"*, it is this phrase that helps to lay the groundwork for a good risk management program. How is your business being viewed by the public? Does your website, Facebook page or other online detail of your business convey not only what you do as a business but also how you do it? This is the first step:

- Be detailed in your online descriptions
- Take care to describe the experience in a manner that empowers healthy, responsible risk taking
- Be sure to detail all policies regarding participation in your activities
- Video has taken over the world so try to use adventure in motion to show the experience
- You belong to ACCT, be proud! Place details of this and what it is for all to see.

There are many more ideas but these are just a few to get you started.

First, now that your guest has viewed you online it's time for them to see you in person. They arrive on your property and what do they see? Has the entrance been clearly marked? Are there signs on the way in detailing things to expect? Is the main entrance tidy and well kept? These are all things that start to put an already anxious mind at ease as they come to do something exciting.

Now they are parked and getting ready to check-in, this is the point where you can really go above and beyond as now you have them in person and ready to go. Greeting people as they walk through the door always sets a good vibe and directing them to the next step is very helpful whether it be signing waivers or getting weighed and checked in.

The next step is many times the most crucial, gear layout, gear room organization and gear-up itself. Setting a standard through training that keeps a well-organized, well-inspected gear area and specifies the way in which gear is laid out every time makes the perception of safety go through the roof if done properly. A guest walking into a room or gear-up area that has things organized methodically helps the guest to see that you care about their safety as a business.

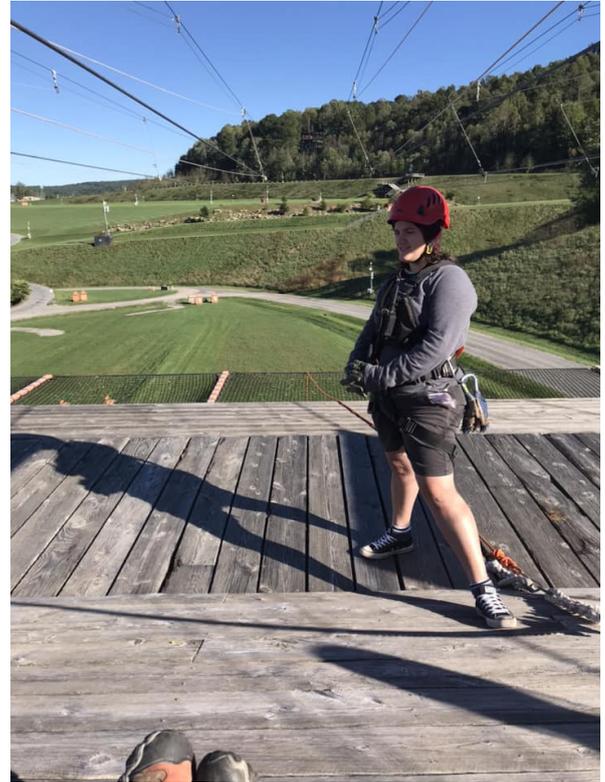
**Signage, signage, signage for the next step as each business and program concept is different. Help the guest to know what to do, where to do it and the things not to do. This will put their mind at ease and will help to keep the staff from constantly explaining things over and over, leading to a better guest experience.**

**Well trained guides throughout the guest's experience is of the utmost importance. These guides are the ambassadors of your business, both through their personalities and their actions.**

**When everyone is done and he or she had a blast, this is when you can encourage them to let the rest of the world know. Training guides to funnel guests to your review platforms shows other potential guests how well managed you are as a business and helps to close the loop of perception of safety.**

**This is an example of one leg of risk management, the guest experience.**

**Risk management has many facets and should be specific to your business model. Keep an eye out for more information from the Risk Management and Insurance Committee and always feel comfortable asking your insurance company for more ideas.**



- Keep guests informed as they enter your facility
- Be sure to greet your guests
- Have an easy waiver signing process
- Keep tidy, well organized gear-up rooms/areas
- Well trained guides are crucial
- Signage, signage, signage
- Encourage reviews of the guests experience