



# Fuel for Thought

## Planning for What You Can't Predict

As we gear up for Wednesday's session on **Contingency Planning & Risk Management**, take a few minutes to reflect on the following questions. These will help frame our conversation and ensure you get the most out of the discussion:

1. **What disruptions in the past 12–24 months caught you off guard?**  
(Think: supply chain, delivery, staff availability, technology, regulation)
2. **If one of your top 3 suppliers or partners couldn't deliver next month—what's your backup plan?**
3. **Which parts of your business are most vulnerable to external forces beyond your control?**
4. **Do you have a simple, documented plan for how to respond to operational disruption?**
5. **What would happen if you lost access to one major sales channel or marketing tactic overnight?**
6. **How often do you review or update your risk management strategies?**
7. **Which risks have increased for your business over the past year—and how have you responded?**
8. **What one area of your operations would benefit most from a 'Plan B'?**

We'll be exploring how to turn these questions into **actionable decision trees and risk matrices** so you can navigate uncertainty with more clarity and confidence.

