

RISK AWARE & MOTIVATED CULTURE



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Risk Dynamic

- Risk – Threat, Probability, Vulnerability, & Consequences
- Aware – Informed, Alert, Knowledgeable (Informational)
- Motivated – Enthusiastic, Determined to Achieve Success (Motivational)
- Culture – Beliefs & Behaviors Characteristic of Individuals, Organizations, Communities and Society (Behavioral)

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Risk Literacy, Risk Intelligence

Ability to analyze, evaluate, and make well-informed decisions in response to threat, probability, vulnerability and consequences of risks and to take protective action based on those decisions.



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Flood Risk Mitigation – Risk-Opportunity Trade-Offs

- What do I/we stand to lose or gain if I/we perform the action? (opportunity cost)
- What am I/we moving towards?
- What extra will I/we have to do?
- Are the decisions & actions congruent with my/our values?
- What are the potential intended and unintended consequences of my/our decisions & actions?



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