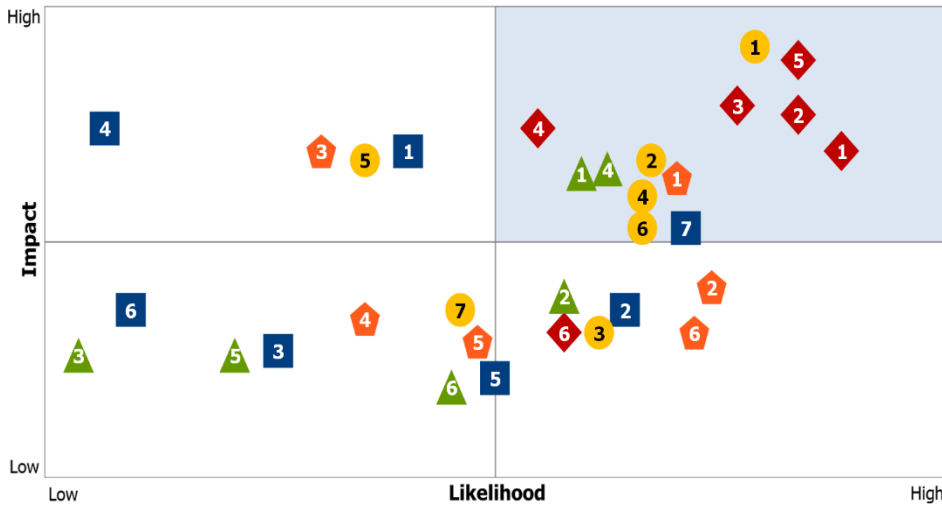
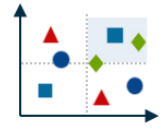


Market Edge 2021 Global Risk Analysis



DOWNLOAD a trial copy of the Risk Analysis Tool



Market Edge Tools

- Ensure consistent application
- Improve communication throughout the organization
- Enable cross business evaluation of opportunities and threats

■ GEOPOLITICAL		◆ ENVIRONMENTAL		▲ ECONOMIC		● SOCIETAL		⬠ TECHNOLOGICAL	
1	Interstate Conflict	1	Extreme Weather	1	Prolonged Stagnation	1	Infectious Diseases	1	Cyber Security Failure
2	Resource Geopolitization	2	Human Environmental Damage	2	Asset Bubble Burst	2	Livelihood Crises	2	Digital Power Concentration
3	Multilateralism Collapse	3	Biodiversity Loss	3	Price Instability	3	Youth Disillusionment	3	IT Infrastructure Breakdown
4	Weapons of Mass Destruction	4	Natural Resource Crises	4	Debt Crises	4	Social Cohesion Erosion	4	Adverse Tech Advances
5	Terrorist Attacks	5	Climate Action Failure	5	Industry Collapse	5	Social Security Collapse	5	Tech Governance Failure
6	State Collapse	6	Geophysical Disasters	6	Illicit Economic Activity	6	Involuntary Migration	6	Digital Inequity
7	Interstate Relations Fracture					7	Public Infrastructure Failure		

Annually, the World Economic Forum publishes their [Global Risks Report](#), a survey of ~800 academic, business and political leaders from around the world. Market Edge transposes that data into our Risk Analysis tool, generating a map that illustrates the probability and impact of specific risks on the global economy. This is similar to the market specific Risk Analyses we share on client programs (e.g. Challenges, Horizons, ACE, MAE, etc.).

Risk analysis is commonly used in strategy process and is the starting point for scenario planning and other risk management approaches. Be vigilant for cognitive biases like 'herd mentality', 'recency bias' and 'confirmation bias.' Examining the trends from the WEF's survey shows that "Infectious Disease" is now considered a much more significant risk (higher impact and higher probability) to the global economy compared to just 4 years ago. Is the risk more probable and the impact greater? Or, are we just more aware?

View Global Risk Analysis Output from previous years [HERE](#)

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