

Organizational and Project Risk Appetites Will Be Different				
<i>Appetite Area:</i>	Company Brand	Information Security	New Services	Profit Targets
Organizational Risk Appetite – high or low?	<i>Very-Low</i>	<i>Very-Low</i>	<i>High (service dependent)</i>	<i>Low</i>
<i>Meaning:</i>	<i>No failure permitted</i>	<i>No failure permitted</i>	<i>Some experimentation permitted</i>	<i>Profit targets must not be missed</i>
Project-X Risk Appetite – high or low?	<i>Medium</i>	<i>High</i>	<i>Low</i>	<i>High</i>
<i>Meaning:</i>	<i>Some failure is permitted (localised impact)</i>	<i>Project goal is to test new technologies. Data to be used is low risk</i>	<i>A new service must be delivered - it is the project's primary goal</i>	<i>NPV is not as important (this project) as the delivery of a new service</i>