



Managing Risk

Managing Risk: Systems Planning for Outdoor Adventure Programs introduces the next generation of risk management thinking to the adventure industry. *Managing Risk* guides you through building and integrating The Seven Systems of Outdoor Adventure Risk Management Planning into your existing experiential and adventure-based operations or programs.

Written, reviewed and adopted by adventure, education and business professionals, this book is required reading for program managers, owner/operators, senior staff and anyone looking to make a career in the adventure industry. It will change the way you think about managing risk.

Topics include:

- Risk Management vs. Safety Planning
- Risk Tolerance and Acceptable Exposure
- Decision Making and Leadership
- Industry Standards
- Participant Information Exchanges
- Legal Releases and Waivers
- Equipment Management
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- Public Information Management
- Staff Training
- Contracted Service Providers
- Implementing and Managing Systems
- Evolving Risk Management Thinking

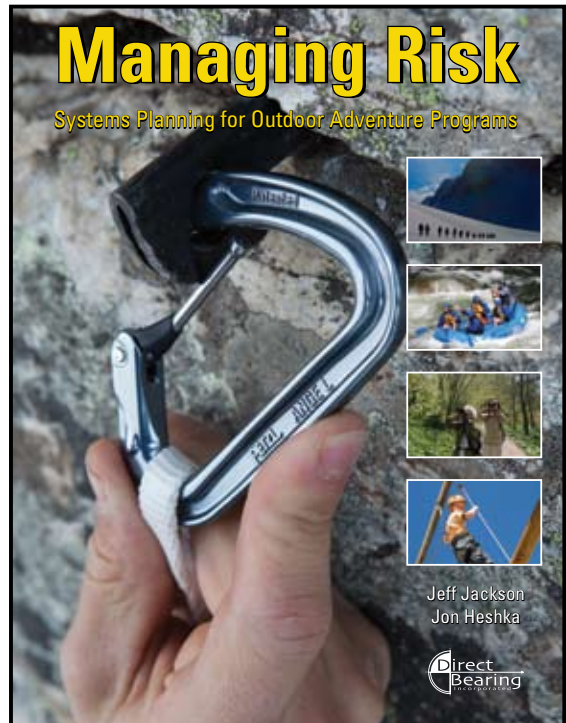


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Jeff Jackson

Jeff brings a business management perspective that spans adventure tourism, economic development, health care and education. Specializing in organizational change, professional development and project management, Jeff is an award winning educator whose strength lies in implementation and systems planning. Jeff is a professor and coordinator of Algonquin College's Outdoor Adventure Program, a professional adventure guide training diploma program in Pembroke, Ontario.



Jon Heshka

Jon bridges the real world of risk management with the rigour of academia. He has worked as a climbing guide, trained and coordinated search and rescue, worked in senior management with Petzl America, advised recreation programmes on their exposure to legal risk, and earned Master of Education and Master of Laws degrees specializing in adventure education and sports law respectively. He is an assistant professor at Thompson Rivers University in Kamloops, British Columbia.



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