Risk Reduction And Resilience Micro Consultancy

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https://www.amazon.co.uk/dp/B0DF6LNKHR

Contents

Business Concept 2

Business Model 20

Appendix: The Ukraine Business Resilience Framework 43

Business Concept

A Micro Consultancy for Business Resilience in an Uncertain World

1. The Business Concept

Purpose

Help small and medium-sized businesses identify the external changes most likely to disrupt them, understand how those risks interact, and take practical action before a disruption becomes a crisis.

Core promise

See what's coming. Reduce your exposure. Strengthen your business before the shock arrives.

The consultancy does not attempt to predict the future. Instead, it helps businesses become better prepared for several plausible futures.

This directly reflects the book's central argument: traditional risk management can create dangerous blind spots when environmental, geopolitical, economic, technological and societal risks are managed in isolation.

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2. The Ideal Client

The consultancy should **not initially target everybody**.

Recommended initial niche

Owner-led and senior-managed businesses that are:

- large enough to have meaningful operational exposure
- too small to employ a full-time strategic risk team
- dependent on suppliers, technology, energy or critical people
- exposed to economic or geopolitical change
- increasingly concerned about climate and resource risks
- interested in becoming more resilient without creating bureaucracy

A practical starting market would be businesses with approximately **20–250 employees**.

This is a commercial recommendation rather than a claim made by the book.

The client's underlying problem

They are usually thinking:

"We're running the business every day. We know there are big things changing in the world, but we don't know which ones actually matter to us — or what we should do about them."

The consultancy answers that question.

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3. The Differentiator

Do **not** position the business as another generic risk consultant.

Instead:

Conventional risk consultancy

Risk → register → probability → impact → compliance

This consultancy

Change → interconnection → vulnerability → business consequence → action

The emphasis is therefore on:

Foresight + interconnected risks + practical action + resilience

The book explicitly advocates moving from reactive to proactive risk management, using tools such as scenario planning, stress testing, horizon scanning, SWOT and PESTLE.

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4. The Core Consultancy Framework

Create a proprietary six-stage process:

SEE → MAP → PRIORITISE → REDUCE → PREPARE → MONITOR

1. SEE

Identify the external forces that could affect the business.

Look across:

- geopolitical change
- economic conditions
- climate and extreme weather
- technology and AI
- cybersecurity

- social instability
- demographics
- regulation
- misinformation
- energy
- critical resources
- environmental change

The book's risk landscape encompasses precisely these interconnected categories.

2. MAP

Map how external risks could move through the organisation.

For example:

Geopolitical tension

→ supplier disruption
→ higher input costs
→ production delay
→ customer dissatisfaction
→ cash-flow pressure
→ reduced investment capacity.

This is the heart of the consultancy.

The book describes an interconnected risk landscape in which risks operate as nodes and generate ripple effects across other parts of the business.

3. PRIORITISE

Rank risks according to:

- likelihood
- severity
- speed of onset
- exposure
- vulnerability
- interconnectedness
- ability to influence

- cost of mitigation
- potential opportunity

The objective is **not to create a giant risk register**.

It is to identify the **10–15 things that really deserve management attention**.

4. REDUCE

Identify practical measures that reduce exposure.

Examples:

- diversify suppliers
- increase strategic reserves
- improve cybersecurity
- strengthen physical infrastructure
- reduce resource dependence
- improve cash liquidity
- reduce excessive debt exposure
- improve energy efficiency
- strengthen workforce capability
- improve data governance
- develop alternative operating models

The book repeatedly emphasises diversification, flexibility, contingency planning and proactive mitigation.

5. PREPARE

Develop responses for the risks that cannot simply be eliminated.

For each major risk:

Trigger → Early warning → Decision → Action → Owner

For example:

Trigger	Early Warning	Decision	Action
Supplier instability	Delivery times deteriorate	Activate alternative supplier	Transfer 30% of orders

Energy price spike	Forward prices rise	Protect margins	Renegotiate contracts
Cyber incident	Unusual system activity	Activate incident plan	Isolate systems
Severe weather	Forecast threshold reached	Protect operations	Activate continuity plan

This translates risk management into something management can actually use.

6. MONITOR

Create a small **Resilience Dashboard**.

Rather than monitoring hundreds of indicators, identify perhaps **15–25 leading indicators**.

Examples:

- critical supplier concentration
- cash runway
- debt servicing capacity
- energy exposure
- customer concentration
- cyber vulnerabilities
- staff dependency
- climate exposure
- regulatory changes
- geopolitical developments
- critical resource availability
- emerging technology risks

The book explicitly argues for continuous monitoring and early implementation of countermeasures rather than waiting for crises.

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5. The Resilience Assessment

The consultancy's flagship product should be a **Business Resilience Assessment**.

Rather than selling consulting hours, sell an outcome.

Stage 1 — Discovery

A 60–90 minute interview with the owner/CEO.

Questions include:

- What could seriously disrupt the business?
- Where are we dependent on a single supplier?
- What happens if energy costs double?
- What happens if a key employee disappears?
- What happens if our IT systems go down for seven days?
- What happens if demand falls sharply?
- What happens if regulation changes?
- What happens if a major customer leaves?
- What happens if extreme weather interrupts operations?
- What external change are we currently ignoring?

Stage 2 — Business Exposure Map

Map:

People → Operations → Suppliers → Customers → Technology → Finance → Assets → Environment → Regulation

Then connect them.

Stage 3 — External Risk Scan

Use PESTLE + horizon scanning.

The book specifically recommends environmental scanning, trend analysis, strategic foresight, SWOT and PESTLE to identify emerging threats and opportunities.

Stage 4 — Risk Interdependency Map

Create a simple visual showing:

risk → vulnerability → consequence → secondary consequence

This could become the consultancy's signature visual product.

Stage 5 — Prioritisation

Produce a shortlist of:

5 Critical Risks

Things that could materially threaten the business.

5 Emerging Risks

Things management should start watching.

5 Strategic Opportunities

Changes that could benefit the business if acted upon early.

This last category is important because the book explicitly frames uncertainty not merely as something to defend against, but as a potential source of opportunity.

Stage 6 — 90-Day Action Plan

Every assessment ends with:

Stop / Start / Strengthen / Monitor

and no more than **10 priority actions**.

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6. The Six Resilience Domains

To make the consultancy easy to understand, package the book's material into six client-facing domains.

1. Physical Resilience

Climate, extreme weather, buildings, infrastructure and physical assets.

The book recommends vulnerability assessment, contingency planning, resilient infrastructure, supply-chain diversification, backup systems, employee training and regular testing.

2. Supply Chain & Geopolitical Resilience

Trade wars, sanctions, supplier concentration, migration, geopolitical instability and logistics.

The practical principles include supplier diversification, local production where feasible and strategic reserves.

3. Digital & AI Resilience

Cybersecurity, data, AI governance, AI errors, privacy, accountability and reputation.

The book's cybersecurity model is:

Identify → Assess → Mitigate → Monitor.

For AI:

Govern → Test → Monitor → Audit → Account

The book specifically stresses human oversight, testing, bias/error auditing, data privacy and transparency.

4. Financial Resilience

Inflation, cost pressures, debt, liquidity, economic shocks and asset bubbles.

The consultancy examines:

- cash-flow resilience
- debt exposure
- cost flexibility
- customer concentration
- margin sensitivity
- interest-rate exposure
- supplier-cost exposure
- liquidity

The book specifically identifies cash-flow management, operational efficiency, flexible cost structures and financial-health KPIs as resilience measures.

5. People & Reputation Resilience

Employees, workforce wellbeing, social instability, misinformation, customer trust and reputation.

This is important because the book treats workforce quality of life as one of the four pillars of genuinely sustainable business, alongside environmental consciousness, supply-chain tolerance and a post-growth mentality.

6. Environmental & Resource Resilience

Climate, biodiversity, pollution, water, minerals, energy and resource scarcity.

The book argues that sustainability should become part of core business strategy rather than an afterthought, including environmental impact assessment, sustainable supply chains, renewable energy and stakeholder engagement.

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7. The Product Ladder

Keep the business extremely simple.

Product 1 — Resilience Snapshot

90 minutes

A structured leadership conversation producing:

- top 10 risks
- key dependencies
- immediate vulnerabilities
- three recommended actions

Indicative price: £350–£750

Purpose:

Easy entry product.

Product 2 — Resilience Assessment

1–2 weeks

Includes:

- leadership interviews
- business exposure assessment
- external risk scan
- interconnected risk map
- risk prioritisation
- resilience score
- 90-day action plan

Deliverable:

The Resilience Report

Approximately 15–25 pages.

Indicative price: £2,000–£4,000

This should become the core product.

Product 3 — Resilience Programme

4–8 weeks

Work with management to implement the highest-priority improvements.

Potential workstreams:

- supplier diversification
- continuity planning
- cybersecurity improvements
- climate adaptation
- financial resilience
- AI governance
- resource resilience
- stakeholder communication
- scenario planning

Indicative price: £5,000–£12,000

Product 4 — Resilience Watch

A monthly or quarterly subscription.

The consultancy monitors:

- geopolitical developments
- economic changes
- climate/environmental developments
- technology and AI
- regulation
- resource/energy issues

Then produces:

"What changed — and what does it mean for your business?"

Indicative price: £300–£1,000/month

This creates recurring revenue without turning the consultancy into a large operation.

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8. The Signature Deliverable

The most valuable intellectual property should be a simple one-page diagram:

THE BUSINESS RESILIENCE MAP

At the centre:

THE BUSINESS

Around it:

PEOPLE | MONEY | CUSTOMERS | SUPPLIERS | TECHNOLOGY | ASSETS | ENERGY | RESOURCES | ENVIRONMENT | REPUTATION

Outside these:

GEOPOLITICS | ECONOMY | CLIMATE | SOCIETY | TECHNOLOGY | REGULATION

Then arrows show dependencies.

The client should be able to look at this diagram for two minutes and immediately see:

"That's where we're vulnerable."

This directly operationalises the book's interconnected-risk model.

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9. The Resilience Score

Give every client a simple score out of 100.

For example:

Domain	Score
Financial	72
Supply Chain	48
Digital	61
People	76
Physical	54
Environmental	43
Overall	**59**

But the score is **not the product**.

The important output is:

What three changes would most increase resilience?

This keeps the consultancy focused on action rather than assessment theatre.

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10. The Action Prioritisation Matrix

Every recommended action receives four ratings:

Risk Reduction × Cost × Urgency × Strategic Benefit

Then classify actions:

DO NOW

High risk reduction / low complexity.

PLAN

High risk reduction / significant investment.

WATCH

Emerging risk requiring monitoring.

DROP

Low-value mitigation that consumes resources without materially improving resilience.

This is consistent with the book's emphasis on prioritising risk and allocating resources rather than simply identifying threats. The ISO 31000 process described in the book runs from context and assessment through treatment, monitoring and reporting.

11. The Consultancy Operating Model

The business should deliberately remain small.

Founder

You provide:

- strategic diagnosis
- facilitation
- analysis
- report writing

- board-level conversations
- scenario planning

Specialist network

Do not employ specialists initially.

Build a trusted associate network covering:

- cybersecurity
- insurance
- climate adaptation
- energy
- finance
- legal/regulatory
- HR
- supply chains
- AI

You identify the problem.

Specialists implement highly technical solutions.

This prevents the consultancy from becoming responsible for areas outside its competence.

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12. What You Are NOT Selling

This is important.

You are not selling:

- cybersecurity implementation
- financial advice
- legal advice
- insurance
- engineering
- climate science

- IT support
- emergency response

You are selling:

Independent strategic risk diagnosis and resilience planning.

Where specialist implementation is required, you refer or partner.

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13. The Client Journey

STEP 1

Free 20-minute **Resilience Conversation**

↓

STEP 2

Paid **Resilience Snapshot**

↓

STEP 3

Resilience Assessment

↓

STEP 4

90-Day Resilience Programme

↓

STEP 5

Monthly/quarterly **Resilience Watch**

This creates a natural progression from low-risk purchase to recurring relationship.

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14. Marketing Message

Avoid:

"We provide comprehensive enterprise risk management solutions."

Too corporate. Too vague.

Instead:

Could your business survive the next major disruption?

Then:

Climate. Energy. Cyberattacks. AI. Geopolitics. Supply chains. Inflation. Regulation. Demographic change.

The problem isn't that businesses face risks.

The problem is that these risks are increasingly connected.

We help business leaders identify the vulnerabilities that matter, understand how risks could cascade through their organisation, and take practical action before disruption becomes crisis.

This reflects the book's central proposition that risk management needs to move beyond isolated categories towards an integrated understanding of interdependencies.

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15. The Intellectual Property

Over time, turn the methodology into proprietary assets:

R1 — Resilience Assessment

The diagnostic questionnaire.

R2 — Interconnected Risk Map

The visual mapping methodology.

R3 — Resilience Score

The scoring system.

R4 — Risk Reduction Matrix

The prioritisation methodology.

R5 — Resilience Action Plan

The 90-day implementation template.

R6 — Resilience Watch

The ongoing monitoring system.

These become the consultancy's intellectual property rather than simply selling your personal time.

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16. The Underlying Philosophy

The consultancy should have five principles:

1. Don't predict — prepare.

The objective is not to know exactly what happens.

It is to be less vulnerable to whatever happens.

2. Don't manage risks in silos.

Look for connections and cascading effects.

3. Don't wait for the crisis.

Early intervention is usually cheaper and less disruptive.

4. Don't create bureaucracy.

Risk management must improve decision-making, not generate paperwork.

5. Don't confuse resilience with survival.

The goal is to create businesses capable of adapting, innovating and finding opportunities during periods of disruption.

The book's conclusion explicitly frames resilience as more than avoiding losses: it is also about creating opportunities for stability, reputation and operational efficiency.

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17. The One-Sentence Business Model

A specialist micro-consultancy that helps SMEs understand interconnected global risks, identify their greatest vulnerabilities, and implement practical measures that make their businesses more resilient.

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18. The Strongest Positioning

If I were building this commercially, I would position it as:

Business Resilience for an Uncertain World

Not:

Risk management.

Not:

Sustainability consulting.

Not:

Futurology.

Not:

Crisis management.

But:

Practical resilience planning at the intersection of global change and business operations.

That positioning allows the consultancy to bring together virtually all of the book's themes without becoming trapped inside any one of them.

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19. The Leanest Possible Version

You could actually start this business with only **three things**:

PRODUCT

The Business Resilience Assessment

METHOD

SEE → MAP → PRIORITISE → REDUCE → PREPARE → MONITOR

DELIVERABLE

The Business Resilience Map + 90-Day Action Plan

Everything else can develop around those three components.

The book itself recommends beginning with a risk assessment tailored to the individual business, developing a dynamic management plan, engaging diverse perspectives and continually adapting the framework as circumstances change.

The commercial flywheel

Book

↓

Thought leadership

↓

Free Resilience Conversation

↓

Resilience Snapshot

↓

Resilience Assessment

↓

Implementation

↓

Resilience Watch subscription

↓

Case studies + referrals

↓

More assessments

That gives the book a very practical second life: **the book becomes the intellectual foundation; the assessment becomes the product; the resilience map becomes the signature methodology; and the monitoring service becomes the recurring-revenue engine.**

Business Model

Absolutely. I would build this as a **high-value, low-overhead one-person consultancy**, with the book providing the intellectual authority and a simple diagnostic methodology providing the commercial product.

The important distinction is that the **£100k target is annual consultancy revenue before tax and business expenses**, not personal income.

£100K MICRO-CONSULTANCY MODEL

1. The business in one sentence

I help SME leaders identify the interconnected risks that could disrupt their business — and turn them into a practical 90-day resilience plan.

The underlying methodology comes directly from the book's central argument: modern risks should not be treated in isolated silos because disruption in one domain can cascade into others.

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2. The three-product business

I would resist having lots of consultancy products.

You need only three.

Product	Price	Purpose
Resilience Snapshot	£495	Entry product
Business Resilience Assessment	£2,950	Core product
Resilience Watch	£395/month	Recurring revenue

Then offer implementation support as an optional fourth revenue stream.

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3. PRODUCT ONE — RESILIENCE SNAPSHOT

£495

A **90-minute leadership session** followed by a concise diagnostic.

Client receives

1. External Risk Scan

What major changes could affect the business?

2. Vulnerability Discussion

Where is the organisation particularly exposed?

3. Interdependency Map

How could one disruption cascade through the organisation?

4. Top Five Risks

The five issues management should pay attention to.

5. Three Immediate Actions

The three things worth doing now.

Deliverable

A simple **5–7 page Resilience Snapshot**.

The objective isn't to solve everything.

It is to make the client think:

"We hadn't realised how exposed we were here."

And then naturally lead towards the full assessment.

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4. PRODUCT TWO — BUSINESS RESILIENCE ASSESSMENT

£2,950

This is the **engine of the business**.

I'd make it a two-week engagement.

Week 1 — Discover

One 90-minute leadership interview.

One 60-minute operational interview.

Review:

- business model
- key suppliers
- customers
- technology
- workforce

- financial exposure
- physical assets
- energy/resource dependencies
- external environment

Week 2 — Diagnose

Apply:

SEE → MAP → PRIORITISE → REDUCE → PREPARE → MONITOR

The book specifically advocates proactive identification of threats, strategic foresight, environmental scanning, scenario planning and structured frameworks such as PESTLE and SWOT.

Final presentation

A 90-minute management workshop.

Deliver:

The Business Resilience Map

plus:

The 90-Day Resilience Plan

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5. THE RESILIENCE MAP

This becomes your signature intellectual property.

Put the business in the centre.

Around it:

PEOPLE

CUSTOMERS

SUPPLIERS

MONEY

TECHNOLOGY

ASSETS

ENERGY

RESOURCES

REPUTATION

Then surround these with:

ECONOMIC

GEOPOLITICAL

ENVIRONMENTAL

TECHNOLOGICAL

SOCIAL

REGULATORY

forces.

The point is to show the **connections**.

For example:

geopolitical conflict
↓
supplier disruption
↓
input costs
↓
margins
↓
customer prices
↓
demand
↓
cash flow

That is much more powerful than another 50-page risk register.

The book's interconnected-risk model explicitly describes risks as nodes with potential ripple effects between them.

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6. THE 90-DAY PLAN

Every assessment ends with something extremely concrete.

FIRST 30 DAYS

Reduce immediate vulnerabilities

Examples:

- eliminate single points of failure
- identify alternative suppliers
- improve cyber hygiene
- review critical dependencies
- establish emergency contacts
- review cash exposure

DAYS 31–60

Build resilience

Examples:

- continuity plans
- supplier diversification
- energy/resource alternatives
- staff cross-training
- financial buffers
- data protection
- AI governance

DAYS 61–90

Build adaptability

Examples:

- scenario planning
- early-warning indicators
- management dashboard
- annual resilience review
- emerging-risk monitoring

The book repeatedly emphasises moving from reactive crisis response towards proactive preparation, continuous monitoring and early intervention.

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7. PRODUCT THREE — RESILIENCE WATCH

£395 per month

This is what makes the business economically attractive.

The client doesn't need another consultant every month.

They need someone asking:

"What has changed — and does it matter to us?"

Monthly report

Keep it to perhaps **2–4 pages**.

1. What changed?

Relevant developments in:

- geopolitics
- economy
- technology
- AI
- climate
- energy
- resources
- regulation
- society

2. Why does it matter?

Translate external developments into business consequences.

3. What should management consider?

Three practical recommendations.

4. What should we watch?

Three early-warning indicators.

This fits the book's emphasis on continuous monitoring and early-warning systems.

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8. THE £100K REVENUE EQUATION

Here's the model I'd actually target.

Core assessments

2 × £2,950 × 12

= £70,800

Resilience Snapshots

2 × £495 × 12

= £11,880

Resilience Watch

4 × £395 × 12

= £18,960

TOTAL

£101,640

That's only:

- 24 assessments/year
- 24 snapshots/year
- 4 recurring clients

or approximately:

2 assessments

2 snapshots

per month.

That is a very manageable workload for a solo consultant.

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9. AN EVEN BETTER MODEL

I'd actually aim for **£120k capacity**, even if the initial target is £100k.

Why?

Because some months will be quiet.

Some clients will delay.

Some prospects won't convert.

So your operating target should be:

£10,000/month

rather than obsessing about exactly £100,000.

For example:

Revenue	**Monthly**
2 Assessments	£5,900
2 Snapshots	£990
5 Watch clients	£1,975
Implementation/strategy days	£1,500
Total	**£10,365**

Annualised:

£124,380

The implementation days are deliberately optional. They give you upside without requiring you to redesign the business.

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10. IMPLEMENTATION DAY

I'd price additional consulting at:

£750/day

But don't sell "days".

Sell a specific outcome.

For example:

Supplier Resilience Workshop

£750

Scenario Planning Workshop

£750

AI Risk Workshop

£750

Climate Resilience Workshop

£750

Financial Resilience Workshop

£750

Business Continuity Workshop

£750

The book provides material across all of these areas, including cybersecurity, climate, economic shocks, AI, resource crises and supply-chain disruption.

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11. WHO TO SELL TO

I would initially focus on **three buyer types**.

A. Owner/CEO

Their concern:

"Could something outside our control seriously damage this business?"

Best product:

Resilience Assessment

B. Operations Director

Their concern:

"What happens if our suppliers, systems, people or infrastructure fail?"

Best product:

Assessment + Implementation

C. Board/Leadership Team

Their concern:

"Are we properly prepared for the external environment we're entering?"

Best product:

Strategic Resilience Workshop

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12. DON'T SELL "RISK"

This is important.

"Risk management" sounds like compliance.

Instead sell:

BUSINESS RESILIENCE

Compare:

Risk management

What could go wrong?

with:

Business resilience

How do we remain viable when things don't go according to plan?

The second is much more commercially attractive.

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13. THE SALES FUNNEL

Keep it ridiculously simple.

LinkedIn / Facebook / speaking / networking

↓

Free article or video

"The 10 external risks every SME should be thinking about"

↓

Free 20-minute conversation

Business Resilience Conversation

↓

£495 Snapshot

↓

£2,950 Assessment

↓

£395/month Resilience Watch

This creates a very natural customer journey.

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14. YOUR CONTENT STRATEGY

You already have a major advantage here.

The book gives you **14 content pillars**.

Rather than constantly creating generic business content, publish around:

1. Extreme weather
2. Social instability
3. Geoeconomic confrontation
4. Cybersecurity
5. AI
6. Cost of living
7. Infectious disease
8. Mis/disinformation
9. Digital inequality
10. Environmental damage
11. Resources and energy
12. Debt
13. Demographics
14. Economic shocks

Those are the book's actual chapter structure.

But always bring the content back to:

"What does this mean for your business?"

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15. THE CONTENT FORMULA

I'd use this repeatedly:

THE CHANGE

Something is changing in the external world.

↓

THE BUSINESS CONNECTION

Here's how it could affect an ordinary business.

↓

THE CASCADE

Show three or four consequences.

↓

THE QUESTION

"How exposed is your business?"

↓

THE ACTION

Give one practical thing to do.

This demonstrates your expertise without giving away the entire consultancy.

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16. WEBSITE STRUCTURE

Keep the website extremely small.

HOME

Business Resilience for an Uncertain World

Understand the external forces that could disrupt your business — and take practical action before they become crises.

Button:

Assess Your Resilience

HOW IT WORKS

1. SEE

Understand what is changing.

2. MAP

Understand how risks could cascade through your business.

3. PRIORITISE

Identify what matters most.

4. REDUCE

Reduce your exposure.

5. PREPARE

Build practical responses.

6. MONITOR

Watch for early warning signs.

SERVICES

Resilience Snapshot — £495

Business Resilience Assessment — £2,950

Resilience Watch — £395/month

ABOUT

Your credibility, experience and philosophy.

The book becomes a major authority signal here.

Author of Risk Reduction and Resilience

INSIGHTS

Your articles, videos, podcasts and LinkedIn content.

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17. THE LEAD MAGNET

I would create one excellent free resource:

The SME Resilience Scorecard

Perhaps 30 questions.

Score each:

0 = vulnerable

1 = partly prepared

2 = resilient

Across:

- Finance
- People
- Suppliers
- Customers
- Technology
- Cybersecurity
- Physical assets
- Energy
- Resources
- Environment
- Geopolitics
- Adaptability

At the end:

0–20

High vulnerability

21–40

Developing resilience

41–50

Reasonably resilient

51–60

Strong resilience

Then:

Want to understand what your score actually means? Book a free Resilience Conversation.

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18. 90-DAY LAUNCH PLAN

DAYS 1–30 — BUILD

Create:

1.

The six-stage methodology.

SEE → MAP → PRIORITISE → REDUCE → PREPARE → MONITOR

2.

The Resilience Scorecard.

3.

The Resilience Map.

4.

The 15-page Assessment template.

5.

The Snapshot template.

6.

The 90-Day Action Plan.

7.

One-page website.

Don't spend three months building branding.

Get the methodology into the hands of a real business.

DAYS 31–60 — TEST

Find **5 businesses** willing to participate.

Don't necessarily make them free.

I'd offer:

"I'm testing a new Business Resilience Assessment and I'm looking for five businesses to help me refine it."

Charge perhaps **£250–£500 initially** in return for feedback.

Your objective isn't revenue.

It's discovering:

- Which questions generate insight?
- Which risks actually concern CEOs?
- Which recommendations get implemented?
- Which deliverables create value?
- What language do clients use?

Then improve the methodology.

DAYS 61–90 — SELL

Move to:

£495 Snapshot

and

£2,950 Assessment

Start deliberately selling.

Weekly target

10 targeted conversations

not 100 random LinkedIn connections.

For example:

Monday:

5 targeted approaches

Tuesday:

5 targeted approaches

Wednesday:

content

Thursday:

5 approaches

Friday:

follow-ups

The objective is approximately:

20 meaningful conversations/month.

If 20 conversations generate:

- 6 serious prospects
- 3 Snapshots
- 1–2 Assessments

you have a viable business.

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19. YOUR FIRST YEAR

I'd set these milestones.

Q1

£10k–£15k

Prove the methodology.

Q2

£20k–£25k

Establish repeatable sales.

Q3

£25k–£30k

Build recurring Resilience Watch revenue.

Q4

£30k–£40k

Scale through referrals, partnerships and content.

Target:

£100k+

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20. THE SECRET WEAPON: PARTNERS

You don't need hundreds of clients.

You need **trusted referral partners**.

Potential partners:

- accountants
- business coaches
- commercial insurance brokers
- IT companies
- cybersecurity firms
- HR consultants
- sustainability consultants
- corporate finance advisers
- business networks
- chambers of commerce
- solicitors
- management consultants

Their clients already have the problem.

You provide the missing strategic layer.

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21. THE PARTNER PITCH

Something like:

"You already help businesses solve specific problems. I help their leadership team understand how those problems connect to the wider external environment — and identify where the business is vulnerable before a disruption occurs."

That is a much easier proposition for another professional to understand than:

"I'd like you to refer your clients to my risk consultancy."

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22. YOUR MONTHLY DASHBOARD

You only need to track eight numbers.

Metric	Target
New conversations	20
Discovery calls	8
Snapshots sold	2
Assessments sold	2
Watch clients	+1/month
Assessment revenue	£5,900
Recurring revenue	Growing
Total monthly revenue	£8–10k+

Don't obsess over social-media followers.

Track **conversations → proposals → clients → revenue**.

---

23. WHAT MAKES THIS BUSINESS DEFENSIBLE?

Not the information.

Information about geopolitical risk, climate change or AI is abundant.

Your defensibility comes from:

1. Methodology

Your six-stage process.

2. Intellectual property

The Resilience Map and Scorecard.

3. Translation

Turning global developments into business consequences.

4. Relationships

Long-term relationships with SME leadership teams.

5. Recurring intelligence

The Resilience Watch.

6. Reputation

Your book, content, case studies and accumulated experience.

---

24. THE LONG-TERM MODEL

Eventually the business can evolve into:

FREE

Articles / videos / newsletter

↓

£495

Resilience Snapshot

↓

£2,950

Business Resilience Assessment

↓

£750

Specialist workshops

↓

£395/month

Resilience Watch

↓

£5k–£10k

Strategic Resilience Programme

↓

DIGITAL

Self-assessment / online course / toolkit

This gives you the possibility of eventually making the business **less dependent on your personal consulting hours**.

---

25. THE BIGGER OPPORTUNITY

I think there is an even more interesting positioning hidden inside the book.

The consultancy doesn't really need to sell:

"Risk reduction."

It can ultimately sell:

Future Readiness

Because the positive question isn't:

"What bad things might happen?"

It's:

"What kind of business will still thrive if the world becomes more volatile?"

That opens the door to resilience **and** innovation.

A company that reduces its dependence on fossil fuels isn't merely reducing climate risk.

It may reduce costs.

A company that diversifies suppliers isn't merely reducing geopolitical risk.

It may discover better suppliers.

A company that improves cybersecurity isn't merely reducing cyber risk.

It may improve customer trust.

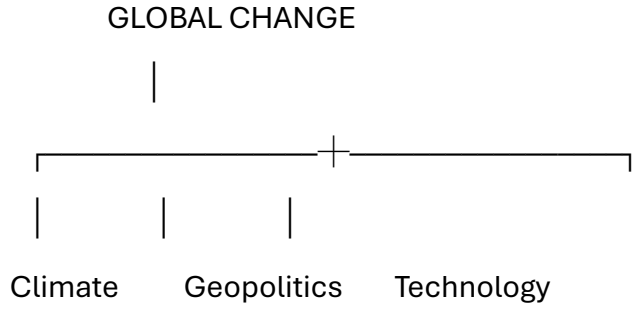
A company that builds flexible employees isn't merely preparing for disruption.

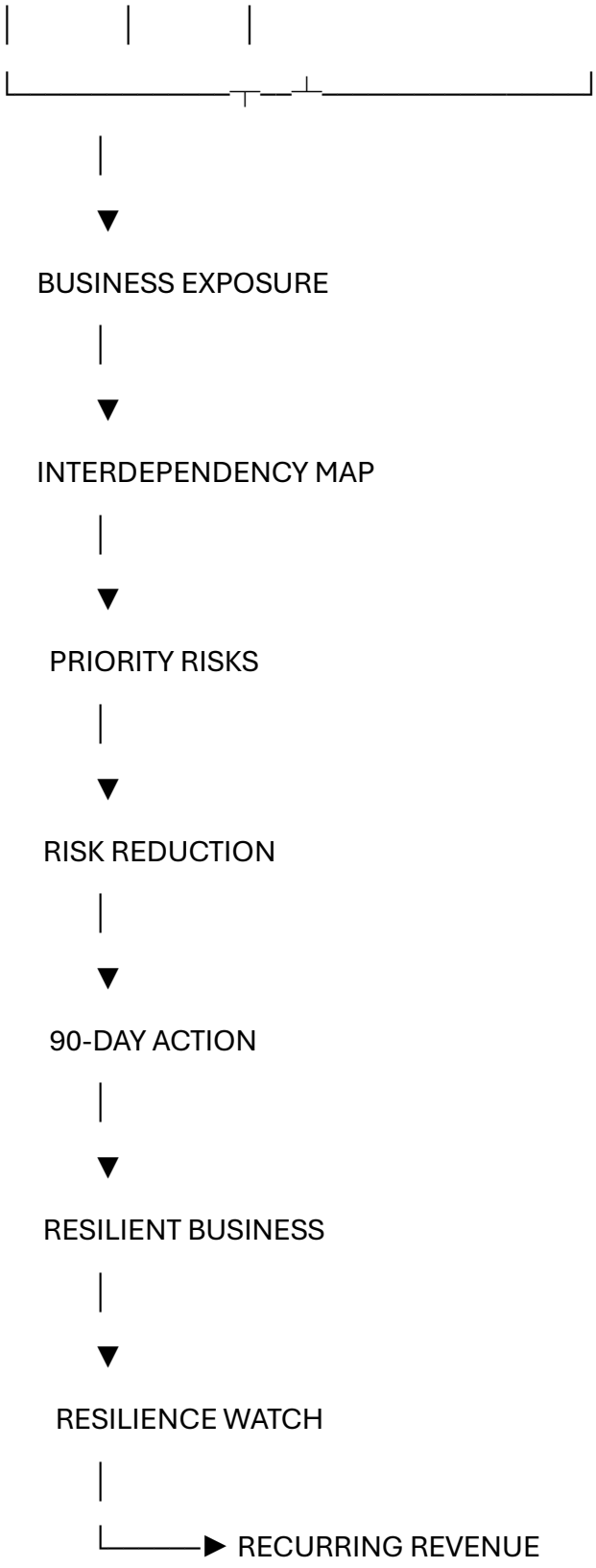
It may become more innovative.

The book makes this same connection between resilience, sustainability, innovation and long-term viability.

---

26. THE BUSINESS MODEL IN ONE DIAGRAM





27. MY RECOMMENDED STARTING POINT

If this were my business, I **wouldn't launch all of this at once**.

I'd spend the next 30 days creating exactly four things:

1. The Resilience Scorecard

2. The Resilience Map

3. The £495 Resilience Snapshot

4. The £2,950 Business Resilience Assessment

Then find **five real businesses** and run the process.

The book already gives you the conceptual foundation: interconnected risks, proactive management, scenario thinking, early warning, mitigation and continuous adaptation.

The next step is to turn that intellectual framework into a **repeatable diagnostic that a CEO can understand in 15 minutes and buy in one conversation**.

That is where I think the real £100k opportunity lies.

Appendix: The Ukraine Business Resilience Framework

A country-specific extension to the Business Resilience Assessment

Purpose: to help businesses operating in contemporary Ukraine assess risks that are materially different from those faced by businesses in most other European markets.

This framework should be treated as an **additional Ukraine module**, not a replacement for the core **SEE → MAP → PRIORITISE → REDUCE → PREPARE → MONITOR** methodology.

Ukraine requires this additional layer because the normal boundaries between geopolitical, physical, financial, human, technological and operational risk have effectively collapsed. A damaged power substation can become a production problem, a staff-safety problem, a liquidity problem and a customer-service problem simultaneously.

The World Bank's February 2026 assessment estimates Ukraine's reconstruction and recovery needs at almost **$588 billion over the next decade**, with particularly large needs in transport, energy, housing, commerce and industry, and agriculture. It also identifies severe labour shortages and continuing infrastructure damage.

UKRAINE RESILIENCE MODEL

12 interconnected risk domains

1. **War & Physical Security**
2. **Energy & Utilities**
3. **People & Workforce**
4. **Supply Chain & Logistics**
5. **Cyber & Hybrid Warfare**
6. **Finance & Currency**
7. **Insurance & Political Risk**
8. **Land, Mines & Environmental Damage**
9. **Government, Regulation & Governance**
10. **EU Integration & Market Transition**

11. **Reconstruction & Investment**
12. **Social Cohesion & Reputation**

The critical principle is:

Do not assess these risks independently. Assess how they cascade through the particular business.

---

1. WAR & PHYSICAL SECURITY

For a Ukrainian business, war is not simply a geopolitical risk sitting at the edge of the risk register.

It is an **operating condition**.

The assessment should therefore ask:

Exposure

- Where are premises located?
- How close are they to areas experiencing attacks?
- Are there alternative premises?
- Are employees travelling through exposed areas?
- Is critical equipment concentrated in one location?
- Could operations continue after physical damage?
- How quickly could premises be repaired or relocated?

Business continuity

Assess the ability to operate through:

24 hours → 72 hours → 7 days → 30 days

of severe disruption.

Minimum resilience questions

What happens if the office is inaccessible?

What happens if the warehouse is damaged?

What happens if employees cannot travel?

What happens if telecommunications fail?

What happens if an attack occurs during working hours?

The objective isn't to predict attacks. It is to establish **operational redundancy**.

---

2. ENERGY & UTILITIES RESILIENCE

Energy deserves its own category in Ukraine.

The World Bank notes that attacks on energy infrastructure and resulting energy shocks continue to create supply-side disruption, particularly because major Ukrainian industries are highly energy intensive.

Assess:

- electricity dependency
- gas dependency
- heating dependency
- water dependency
- telecommunications
- internet connectivity
- backup generation
- fuel availability
- battery/storage capacity
- alternative work locations

The key question

How long can the business operate without normal grid services?

Score:

Duration	Resilience
<4 hours	Vulnerable
4–24 hours	Weak
1–3 days	Moderate
3–7 days	Strong
>7 days	Highly resilient

For critical businesses, test this rather than merely documenting it.

Ukraine's recovery investment priorities also increasingly favour distributed and sustainable energy solutions, making energy resilience both a risk-reduction measure and a potential investment opportunity.

---

3. PEOPLE & WORKFORCE RESILIENCE

Ukraine's labour problem is unusual because it combines:

- displacement
- migration
- military service
- casualties
- skills shortages
- returning veterans
- retraining
- demographic decline
- psychological pressure
- caring responsibilities

The World Bank identifies labour shortages, displacement, brain drain and the need to retrain returning soldiers as significant constraints on recovery.

Therefore assess **people dependency**.

For every critical role:

Ask:

If this person became unavailable tomorrow, what happens?

Identify:

- single-person dependencies
- scarce technical skills
- management dependencies
- military-service exposure
- succession gaps
- cross-training

- remote-working capability
- veteran recruitment opportunities

Critical metric

Percentage of critical roles with at least two trained people able to perform them.

This can become a powerful Ukrainian resilience KPI.

---

4. SUPPLY CHAIN & LOGISTICS RESILIENCE

Ukraine requires a different supply-chain question from the conventional:

"Do we have alternative suppliers?"

You also need:

"Do we have alternative routes?"

Assess:

Supplier concentration

- single supplier
- single country
- single border
- single transport route
- single port
- single energy source

Logistics concentration

Map:

Supplier → border → road/rail/port → warehouse → customer

Then ask:

What happens if each node disappears?

The Black Sea is particularly important. Recent attacks have affected ships, ports and export terminals, increasing freight costs, disrupting shipments and raising war-insurance premiums.

Therefore Ukrainian businesses should consider:

Route redundancy

Primary route

-

Secondary route

-

Emergency route

---

5. CYBER & HYBRID WARFARE

Cybersecurity in Ukraine should not be treated simply as an IT issue.

It belongs within:

National-security business resilience

Assess:

- ransomware
- destructive attacks
- phishing
- credential theft
- espionage
- supply-chain compromise
- telecommunications disruption
- disinformation
- website/social-media attacks
- attacks against operational technology
- dependence on foreign cloud providers

The critical question becomes:

Could a cyberattack be coordinated with a physical or information attack?

For example:

missile/drone attack

↓

electricity disruption

↓

communications disruption

↓

cyberattack

↓

operational paralysis

This is precisely the sort of cascading risk the overall consultancy framework is designed to expose.

---

6. FINANCIAL & CURRENCY RESILIENCE

Ukrainian businesses should stress-test:

Revenue

What happens if:

- domestic demand falls?
- a major customer disappears?
- exports are interrupted?
- donor-funded demand changes?
- reconstruction spending shifts sector?

Costs

What happens if:

- energy prices rise?
- imported inputs rise?
- transport costs increase?
- insurance premiums rise?
- the hryvnia depreciates?

Liquidity

Test:

30-day survival

90-day survival

180-day survival

The World Bank describes Ukraine's economy as operating under wartime conditions, with high defence spending, energy shocks, labour shortages and significant macroeconomic constraints.

The assessment should therefore favour:

Liquidity over theoretical profitability when survival is at stake.

---

7. INSURANCE & POLITICAL RISK

This deserves special treatment.

A Ukrainian company can be commercially viable and still be difficult to insure or finance because of war-related risk.

Assess:

- property insurance
- business interruption
- political violence
- war-risk cover
- cargo insurance
- cyber insurance
- political-risk insurance
- lender requirements
- exclusions
- deductibles
- geographical exclusions

This is becoming an increasingly important investment consideration. MIGA had issued **$948 million of political-risk insurance for investments in Ukraine by June 2026**, while new World Bank/DFC arrangements are intended to expand risk-sharing for reconstruction investment.

Consultancy question

Which risks should we retain, reduce, transfer or avoid?

---

8. LAND, MINES & ENVIRONMENTAL DAMAGE

This is one of the genuinely distinctive Ukrainian risk categories.

Ukraine remains one of the world's most heavily mine-contaminated countries. UNDP reported in July 2026 that approximately **133,300 km²**, potentially 21.5% of the country's territory, requires surveying and potential clearance.

For businesses, assess:

- land contamination
- unexploded ordnance
- access restrictions
- agricultural land
- construction sites
- infrastructure corridors
- environmental contamination
- water pollution
- industrial damage

Business question

Can we safely use the land and infrastructure on which our business depends?

This becomes particularly important for:

- agriculture
- construction
- logistics
- mining
- energy
- manufacturing
- infrastructure
- property development.

---

9. GOVERNMENT, REGULATION & GOVERNANCE

Ukraine's wartime environment creates unusual interaction between:

emergency government

and

long-term institutional reform.

Assess:

- procurement
- licensing
- taxation
- customs
- anti-corruption controls
- beneficial ownership
- public procurement exposure
- donor requirements
- reporting obligations
- regulatory changes
- local government capacity

This should not be framed simply as "bureaucratic risk".

The deeper question is:

Can the business remain compliant while regulations and institutions are rapidly changing?

---

10. EU INTEGRATION RISK — AND OPPORTUNITY

This is a uniquely important Ukrainian category.

Ukraine is not simply recovering.

It is simultaneously **reorienting its economy towards the EU**.

Formal accession negotiations are now underway, with the first negotiating cluster opened in June 2026.

This creates two simultaneous risks.

Risk

Businesses may face:

- new standards
- certification requirements
- reporting requirements
- environmental requirements
- competition
- product standards
- data requirements
- corporate governance expectations

Opportunity

Businesses capable of meeting EU standards may gain:

- EU customers
- investment
- partnerships
- supply-chain integration
- access to finance
- export opportunities.

The upgraded EU-Ukraine trade framework and EU investment programmes are explicitly designed to deepen integration and align Ukrainian production with EU standards.

Therefore:

EU ALIGNMENT = RISK + OPPORTUNITY

A good Ukrainian resilience assessment should identify both.

---

11. RECONSTRUCTION & INVESTMENT RESILIENCE

This is another category that makes Ukraine different.

The future business environment is likely to be shaped by enormous reconstruction flows.

The EU's Ukraine Investment Framework is targeting sectors including:

- energy
- SMEs
- human capital
- transport
- agri-food
- digital transformation
- green transition
- strategic industries.

The EU is also explicitly seeking investment proposals in areas such as critical raw materials, manufacturing, construction materials, digital, energy and transport logistics.

Therefore the assessment should ask:

Could reconstruction become a new market for this business?

and:

Is the business sufficiently resilient and investment-ready to participate?

This turns the framework from purely defensive risk management into **strategic opportunity identification**.

---

12. SOCIAL COHESION & REPUTATIONAL RESILIENCE

Businesses operate within communities.

In wartime Ukraine, reputation can have an unusually strong relationship with:

- national identity
- community support
- employee loyalty
- veteran employment
- displaced people
- social contribution
- misinformation
- public trust

Assess:

Stakeholders

Employees

Customers

Local community

Government

International partners

Veterans

Displaced people

Investors

Then ask:

What would happen to our reputation if we were perceived as failing the community during a crisis?

The objective is not corporate PR.

It is **social licence to operate**.

THE UKRAINE CASCADE MODEL

The individual categories become much more useful when connected.

Consider:

WAR

↓

Energy infrastructure damaged

↓

POWER INTERRUPTION

↓

Production stops

↓

REVENUE FALLS

↓

Cash-flow pressure

↓

STAFF REDUCTIONS

↓

Loss of critical skills

↓

RECOVERY SLOWS

↓

Customers move elsewhere

↓

MARKET SHARE LOSS

This is a much more realistic model of Ukrainian business risk than:

"Risk: energy disruption — High."

THE UKRAINE RESILIENCE SCORECARD

I would add a specific Ukraine score to your standard assessment.

Domain	**Score /10**
Physical security	/10
Energy independence	/10
Workforce redundancy	/10
Supply-chain redundancy	/10
Logistics redundancy	/10
Cyber resilience	/10
Financial liquidity	/10
Insurance protection	/10

Domain	Score /10
Land/environmental safety	/10
Regulatory resilience	/10
EU readiness	/10
Reconstruction readiness	/10
Community/reputation resilience	/10

Then calculate:

Ukraine Resilience Score /130

But I would also produce a second measure:

Critical Dependency Score

Because averages can conceal catastrophic vulnerabilities.

A company scoring 100/130 can still be extremely vulnerable if, for example, **80% of its electricity, revenue or logistics depends upon one critical node**.

THE FIVE QUESTIONS UNIQUE TO UKRAINE

Every assessment should therefore finish with these five questions:

1.

What happens if our physical location becomes unavailable?

2.

What happens if electricity and communications disappear for seven days?

3.

What happens if we lose 20% of our workforce unexpectedly?

4.

What happens if our principal supply or logistics route fails?

5.

What happens if the war changes — either escalating, freezing, or moving towards reconstruction?

That fifth question is particularly important.

The consultancy should **not assume that "peace" automatically means lower risk**.

A ceasefire or settlement could create an entirely different risk environment involving:

- rapid capital inflows
- reconstruction competition
- regulatory acceleration
- labour returning
- changing defence spending
- property repricing
- infrastructure investment
- new EU integration
- new trade patterns
- security uncertainty.

THREE UKRAINE SCENARIOS

Every Ukrainian client should therefore be tested against three broad futures.

SCENARIO A — PROLONGED WAR

Core question:

Can we continue operating indefinitely under wartime conditions?

Priorities:

continuity + redundancy + liquidity + security

SCENARIO B — UNSTABLE CEASEFIRE

Core question:

Can we adapt rapidly if the security environment improves but remains uncertain?

Priorities:

investment + workforce + supply chains + market repositioning

---

SCENARIO C — RECONSTRUCTION ACCELERATION

Core question:

Are we positioned to benefit from Ukraine's economic reconstruction and EU integration?

Priorities:

capital + standards + capacity + partnerships + innovation

This is where resilience becomes **strategic foresight** rather than simply defensive risk management.

THE UKRAINE 90-DAY ACTION PLAN

The final client report should always produce:

DO NOW

Three measures that materially reduce immediate vulnerability.

BUILD

Three capabilities that increase medium-term resilience.

POSITION

Three things that prepare the business for reconstruction and EU integration.

WATCH

Five indicators that management should monitor.

THE UKRAINE EARLY-WARNING DASHBOARD

I would give clients a very small dashboard.

SECURITY

- attack intensity
- local security alerts
- infrastructure disruption

ENERGY

- grid reliability
- fuel availability
- energy prices

PEOPLE

- critical vacancy rate
- absenteeism
- staff turnover
- critical-role redundancy

LOGISTICS

- border delays
- port/rail disruption
- freight costs

FINANCE

- liquidity
- FX exposure
- financing availability
- insurance costs

RECONSTRUCTION

- government investment
- donor programmes
- EU funding
- sector investment

REGULATION

- EU alignment
- Ukrainian regulatory changes
- procurement requirements

The purpose is not to predict the war.

It is to recognise when **business assumptions are becoming obsolete**.

THE UKRAINE-SPECIFIC CONSULTANCY PROPOSITION

This gives you a potentially very strong specialist product:

Ukraine Business Resilience Assessment

A practical assessment of how war, infrastructure disruption, energy insecurity, labour shortages, supply-chain fragility, cyber threats, financial pressure, regulatory change and EU integration could affect your business — and what you can do about it.

Deliverable

Ukraine Business Resilience Map

-

Ukraine Resilience Score

-

Critical Dependency Map

-

Three Scenario Stress Test

-

90-Day Action Plan

-

Early-Warning Dashboard

The deeper strategic idea

I think this appendix actually strengthens the overall consultancy considerably.

The generic framework asks:

"How resilient is your business to an uncertain world?"

The Ukraine version asks something more immediate:

"How resilient is your business when uncertainty is already part of everyday operations — and when the country is simultaneously fighting a war, rebuilding an economy and integrating with the EU?"

That is a **genuinely distinctive consulting proposition**.

And it avoids presenting Ukraine merely as a collection of problems. The country's extraordinary reconstruction requirement, expanding international investment mechanisms and EU accession process mean that **resilience and opportunity have to be assessed together**. The World Bank estimates private investment could finance a

substantial share of Ukraine's recovery, while the EU is actively targeting private investment into energy, manufacturing, critical materials, digital, transport and other strategic sectors.

The Ukrainian version of the methodology should therefore have two outputs:

REDUCE VULNERABILITY

and

INCREASE READINESS FOR RECOVERY.

That dual purpose is what makes it more than a conventional war-risk assessment.