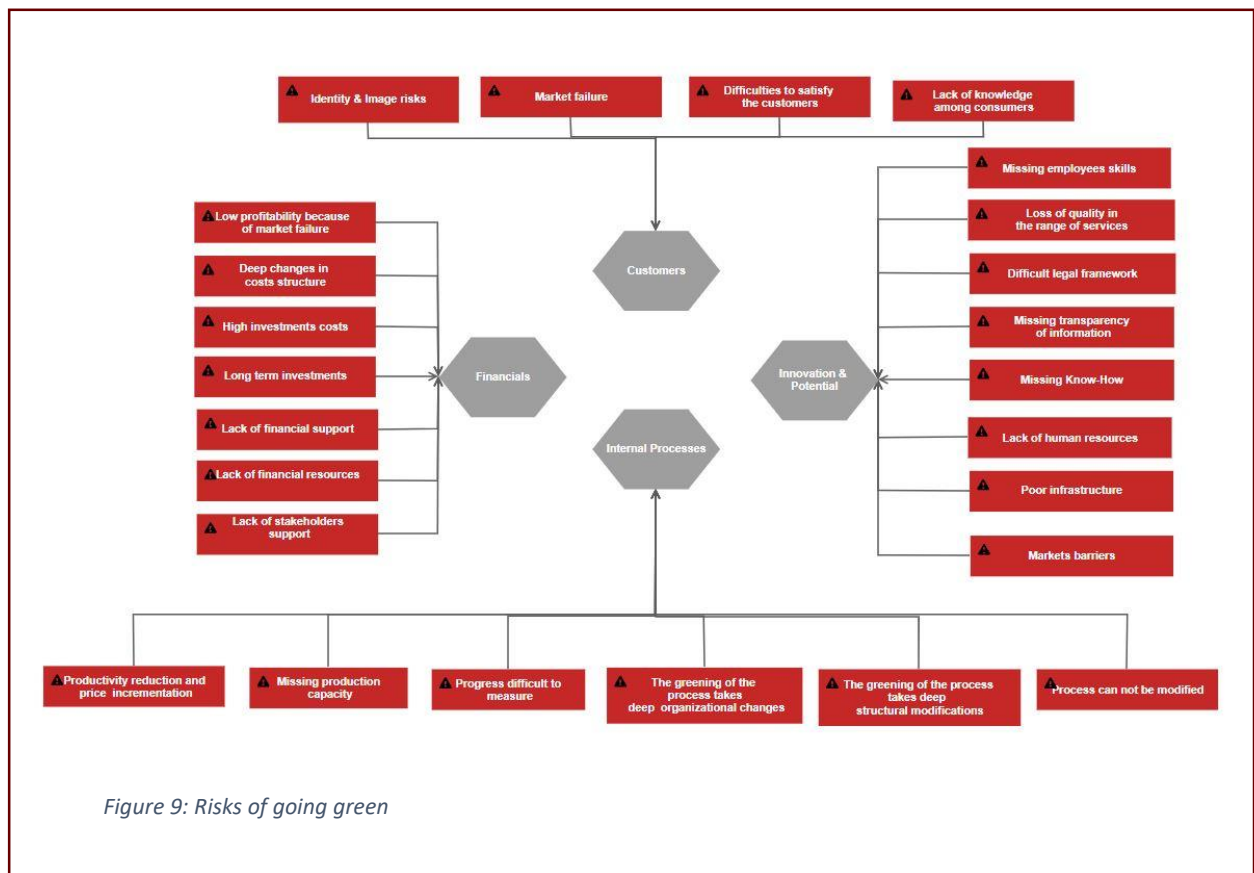


GREEN BPM

The risks of taking the green path

The Horus Risks Model also takes place during the second phase of the Horus Method. A map of the possible threats that might destabilise the correct functioning and/or performance of the organisation is of outmost importance. Risks point directly at the established objectives of the organisation and can negatively influence the effectiveness of the taken strategies.



The figure above shows the catalogue of risks that an organisation could find while choosing a green path. As already explained along the last paragraphs, to take the risks into account is necessary to have first a panorama of the goals and strategies. The risks that can arise when taking the "green" path are:

- Risks from an internal process perspective: processes cannot be changed, the process progress is difficult to measure, the "greening" of the process is difficult to measure or not changeable, the "greening" of the process leads to major structural and organisational changes, loss of production capacity, decrease in productivity capacity, decrease in productivity and increase the price of the product/service.
- Risks from the perspective of innovation and potential: market barriers, complicated legal framework, loss of quality in the range of services, incorrect decision-making due to lack of information, lack of transparency of information, lack of know-how, lack of skills of employees, lack of human resources, inadequate infrastructure.
- Risks from the consumer's perspective: market failure when launching the product/service, risks of generating a bad image, difficulty in satisfying customers needs, lack of knowledge or awareness among the customers.
- Risks from the financial perspective: low profit due to market failure, profound changes in cost structure, high investment costs, long term investment, lack of support from shareholders and stakeholders.