

Behavioural Risk Index Certification Program

Your clients trust you to navigate the future. What if you could offer them something new? An unparalleled level of behavioural insight that moves beyond the symptom to diagnose the root cause of organizational failure? The Behavioural Risk Index® (BRI) offers you a unique, scientifically validated instrument to uncover these precise behavioural vulnerabilities, transforming your practice and securing your place as an indispensable strategic partner.

THE NEXT GENERATION PSYCHOMETRIC INSTRUMENT

The Behavioural Risk Index® is not a generic personality test; it is a sophisticated, psychometric instrument that provides a new level of insight. At its core, the methodology establishes and measures causal relationships between specific behavioural traits, team dynamics, and critical organizational outcomes. This is not about correlation—it is about practical causality.

For a consultant, this means you can move beyond abstract notions of 'culture' to provide a precise, empirical understanding of how human behaviour contributes to organizational failure. The model connects 15 specific behavioural vulnerabilities to five principal behavioural risks, which are primary antecedents of 13 strategic organisational failure points.

By applying this model, you can move from a diagnostic role to a predictive one. You can identify the specific vulnerabilities within a team and forecast their likely impact on the client's business, such as their exposure to improper market practices, poor change execution, or strategic missteps.

THE BENEFITS TO YOUR CLIENTS OF USING THE BRI

The Behavioural Risk Index (BRI) is a sophisticated psychometric tool that measures a team's collective personality. It is based on the principle that a team's characteristic patterns of thoughts, feelings, and behaviours are stable over time and across situations, and are a key predictor of organizational risk. The BRI is not about individual failings; it is about the team as a whole.

PROACTIVELY SPOT BEHAVIOURAL RISKS BEFORE THEY ESCALATE

STRENGTHEN DECISION-MAKING AT THE HIGHEST-LEVEL

BOOST TEAM PERFORMANCE AND COLLABORATION

DEVELOP TALENT WITH PRECISION

SECURE LONG-TERM COMPETITIVE ADVANTAGE

WHY BECOME A CERTIFIED BRI PRACTITIONER?

This is your opportunity to acquire a unique and highly sought-after skill set in the rapidly evolving field of behavioural risk management. By completing our intensive certification program, you will not only gain a deep theoretical understanding of the Behavioural Risk Index but also the practical skills to deliver and apply it with your clients.

Upon completion, you will be able to:

- **Gain a Competitive Edge:** Acquire a unique skillset that differentiates you from other consultants.
- **Enhance Professional Credibility:** Earn a joint accreditation from us and the CMI, a hallmark of professional excellence.
- **Drive Organizational Resilience:** Help clients proactively identify and mitigate human-centric risks, fostering stronger, more adaptable, and more resilient leadership teams.
- **Unlock New Business:** Provide a unique service that helps clients solve their most intractable problems and cement your role as an indispensable strategic partner.

WHO SHOULD ATTEND THIS PROGRAM

Partnering with us and leveraging the BRI is a strategic opportunity to deepen your client impact and significantly differentiate your offering. It provides a definitive way to solve problems that others cannot. The BRI provides a tailored toolkit for different types of practices:

- **For HR & Organisational Development Specialists**

You can transform your practice by linking your interventions directly to the business bottom line. The BRI provides you with the data to move beyond generic training and design targeted interventions that address core behavioural challenges, optimize team performance, and foster healthier, more effective team dynamics. This allows you to provide a service that demonstrably boosts productivity and innovation, providing a clear return on investment on your human capital recommendations.

- **For Strategy & M&A Consultants**

The BRI allows you to de-risk your most ambitious projects by quantifying the human element. You can provide unparalleled insights into the behavioural dynamics and biases influencing a client's decision-making, ensuring that the strategic and financial choices you recommend are not undermined by human factors. In M&A, you can use the BRI to assess cultural fit and accelerate value creation by identifying and mitigating key integration risks.

- **For Risk & Compliance Consultants**

The BRI is the tool that helps you get to the root of a company's risk culture. It enables you to go beyond process-based risk and address the specific behavioural vulnerabilities that cause misconduct, fraud, and non-compliance. By proactively identifying and mitigating these human-centric risks, you can help your clients reduce their exposure to regulatory fines, legal liabilities, and reputational damage, proving your value as a partner in corporate governance.

PROGRAM APPROACH

An intensive two-day program mixing workshops, groups activity, and case work.

Accredited by Behavioural Risk Intelligence® and the Chartered Management Institute (CMI), program content includes:

- A deep dive into the science behind Behavioural Risk Intelligence and how this translates practical organisation application
- Hands on use of the Behavioural Risk Index and its advanced analytics
- Mastery of the key behavioural model and key vulnerability and risk scores that underpin organisational failure
- Tools to transform behavioural data into clear strategies for your organisation or clients

Ideal for anyone who seeking career differentiation in today's complex business landscape.

THE SCIENCE BEHIND OUR WORK

We are a specialist behavioural risk consultancy dedicated to helping organisations navigate the complex landscape of human-centric risk.

Using over four decades of exclusive psychometric and longitudinal data on top-team dynamics, we provide actionable intelligence that empowers leaders to anticipate risk, protect value, and build lasting resilience.

The BRI uses a hierarchical model to link specific behavioural traits to broader business outcomes. Our method is built on a fusion of Behavioural Economics, Psychology and Advanced Data Science.

We go beyond traditional interventions to uncover the hidden behavioural drivers behind executive decisions and organisational dynamics.

Our goal is simple - transforming hidden behavioural risks into sources of strength.