

Diversifying Legal and Risk Management




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Before You Start

- Do you know what you are getting into?
- Why are you doing this?
- Do you have the necessary knowledge skills and expertise?
- What is your risk tolerance?



Assessing your exposure

- Financial
- Legal
- Reputation
- How vulnerable are you?
- Low risk activities do not necessarily translate in less exposure
- Are you ready for new clients?




Risk Management

- Need appropriate business structure
 - Proprietorship, corporation or separate entity
- Need a risk management program
- Need a waiver program
- Need the appropriate insurance coverage
- What legislation is applicable?
- What standards are applicable?
- Marketing and website
- Prepare for the worst-case scenario



What to do

- Research....
- Get legal advice
- Governing associations and organizations
- Case law: <http://www.canlii.org/en/>
- Hire an expert (external or staff)
- Contract delivery of service/product to a third party
- Be prepared to say no



Example: You are adding guided mountain biking tours to your B&B

- Do you go through your B&B or create a separate entity
- Its guided, its safe, so you won't get sued. Right?
- Now you need land tenure!
- Pilferage a waiver from another operator
- You websites says "no previous experience necessary", "we take care of everything", "our staff is certified" "we provide a safe activity"
- There are no established standards