

Business Impact Definitions- *example*

<i>Impact Rating</i>		Insignificant (0)	Low (L)	Medium (M)	High (H)
<i>Category</i>	Description				
Brand & Reputation	The image of the company in the public domain	None / negligible impact	Single article; single publication; short-term exposure	Short-term negative media focus & concerns raised by stakeholders	Long-term negative media focus & sustained concerns / loss of faith
Customer Service	Decreased service /support impacting loyalty / commitments / satisfaction	None / negligible impact	Some minor disruption, without permanent affect	Some disruption affecting customer confidence	Disruption causing loss of confidence, likely loss of accounts
Financial	Quantifiable costs, lost / deferred revenue or asset impairment	None / negligible impact	Less than \$100,000	Exceeds \$100,000 and less than \$1,000,000	Exceeds \$1,000,000
Managerial Distraction	Effect on workload & attention	Can be absorbed with normal activity	Some focused managerial effort required	Moderate level of effort; multiple team members required	Secondment / significant distraction that threaten organizational health
Environmental, Health & Safety	Compliance to requirements and internal policies	Minor, non-reportable incident	Reportable incident; limited exposure / non-compliance	Isolated serious damage / physical injury	Catastrophic damage; multiple injuries / loss of life
Regulatory and Legal	Compliance to statutory law / industry regulation	Legal action threatened	Civil action commenced	Criminal action threatened / lawsuit	Jail term for a director / officer