

# **The Soul of Risk - Executive Summary & Overview**

## **Executive Summary**

### Executive Summary: The Soul of Risk

The Soul of Risk by Ken Bingham is a compelling invitation to explore digital risk as a transformative career path. Drawing on decades of experience in risk and safety, Bingham argues that we are at a once-in-a-century moment-comparable to the industrial revolution-where AI, data, and automation can fundamentally reshape how the world handles hazardous sites and prevents disasters.

This book is not just a call for modernization; it's a personal, emotional, and strategic roadmap for anyone-students, career-changers, or professionals-who want to do meaningful work that saves lives, improves industries, and secures our shared future. With engaging stories, fictionalized scenarios, and grounded insights, Bingham shows that digital risk is more than compliance; it's a mission.

Who should read it?

- Young professionals seeking purposeful careers
- Mid-career individuals looking to apply their expertise in new ways
- Entrepreneurs, educators, and owners wanting to lead industry change

Why it matters:

- 250,000+ hazardous sites globally still rely on outdated risk practices
- Unsafe days cost billions annually in damages and lives
- Data is the 21st-century safeguard-and careers in digital risk are recession-proof

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Read this book if you're ready to lead, to learn, and to become the hero your industry-and the world-needs.

### **Three-Page Overview**

Three-Page Overview: The Soul of Risk by Ken Bingham

#### **Page 1: The Big Idea - A Career with Purpose**

The Soul of Risk is a timely and inspirational book that redefines what it means to have a meaningful career in the 21st century. At its core, this book is a call to action for young professionals, second-career seekers, entrepreneurs, and risk industry veterans to consider a digital risk career as not only valuable-but vital to the future of safety, industry, and societal well-being.

Ken Bingham opens by positioning digital risk as a career path that marries purpose, passion, and impact. Drawing parallels to historical technological shifts (like electrification), he illustrates how AI, data, and automation are revolutionizing how we prevent disasters and protect people. This is not theory; it's a career roadmap based on Bingham's 30+ years of experience and his founding of Risk Alive, a company built to extract, analyze, and activate learnings from global risk assessments.

#### **Page 2: What Readers Will Learn**

Readers will walk away with a deep understanding of how the risk and safety industry is undergoing a seismic transformation. Key learnings include:

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- Why the current state of risk management is failing
- How data, AI, and machine learning change the game
- The role of digital risk professionals in the new landscape
- Career security and economic opportunity in a \$75B+ global space
- Entry paths for students, career changers, consultants, and owners
- Why the industry needs data sharing, not data hoarding

The book personalizes the journey with fictional characters like Andrea and Ross, bringing to life the experience of entering and growing in the field.

### **Page 3: Who This Book is For and Why It Matters**

This book is for:

- Young professionals starting out
- Second-career seekers with technical or leadership backgrounds
- Risk professionals and consultants who want to retool their craft
- Entrepreneurs and educators eager to align their work with real-world impact

Why it matters:

- Industrial catastrophes-Bhopal, Deepwater Horizon, Baltimore Key Bridge-still happen due to preventable oversights
- Many organizations invest in compliance, but ignore the data that could save them money, time, and lives
- Digital risk enables smarter, safer, and more proactive management across industries

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At its heart, this is a book about leadership, purpose, and the opportunity to make a difference.

Bingham's message is clear: The data is here. The tools are here. Now we just need the heroes.