

Disaster Preparedness In the Always-On, Connected World

We all want the certainty from having our affairs prepared for disaster. As a risk professional I can identify having my personal and business operation in a written business continuity plan is smart. It also makes me a more trusted advisor.

The purpose of having a plan is to allow a process for people and assets to sustain a business interruption. The written Business Continuity Plan (BCP) should include all areas of business operations starting at the corporate headquarters.

Today we all run technology enabled business. Our essential assets include our reputation and trust from customers to respect digital privacy and IP recovery especially as it relates to their interests.

IT operations and data recovery is an essential part of the plan and your thinking about what you need to recreate your business. Incorporating social technologies and IT recovery requires specialized knowledge and periodic recovery drills.

Being prepared comes with you conducting a risk assessment related to business continuity planning. The assessment will ascertain business continuity strengths and exposures.

These some areas of focus for business interruption:

Natural Disasters – Fire Earthquake Weather	Security Related – Bomb Threat Civil Unrest Hostage Terrorism Workplace Violence
Loss of Services – Loss of Electricity;	Medical – Employee / Vendor Executive / Talent
Off Site Operations – Fire Security (unauthorized access)	

As business leaders, you lead your team in preparing for disaster. The BCP plan should reflect your engagement in the age of social media.

During a disaster you risk your reputation as a responsible partner who maintains an updated BCP plan and drills.



Disaster Preparedness Outcome:

When building a plan your focus is to help your organization respond, recover, and resume in the event of a disaster.

The objectives of business continuity planning are to minimize disruptions to your business and its customers, to minimize financial loss, and to ensure that operations resume quickly if a disaster occurs.

<i>Logistics</i>
Working with key management members to identify the roles played in a coordinated emergency evacuation plan with a focus on response & recovery activities:
Identification of an Emergency Operations Center
Local emergency continuity services (i.e., fire, police, etc.)
Initiating world-wide temporary replacement of critical business functions
Developing the process to respond to internal and external emergencies by identifying:
Roles and responsibilities of identified emergency continuity staff
– checklists, action sheets
Interfacing activities within xxx
Coordination with local responding agencies
Establishing a communication system
Resources to be utilized and deployed in a time-efficient manner
Develop and write the emergency continuity plan that includes:
Plan activation and communication protocols
Procedures for anticipated emergencies (i.e., medical, fire, earthquake, bomb threat, loss of utilities, violence in the workplace, etc.)
Business resumption and recovery activities
Inventory template that identifies resources and their locations
A scheduled maintenance process of the plan that incorporates a procedure to maintain skill effectiveness.

Now That You Have A Plan:

Trusted Advisor: BCP and Client Safety

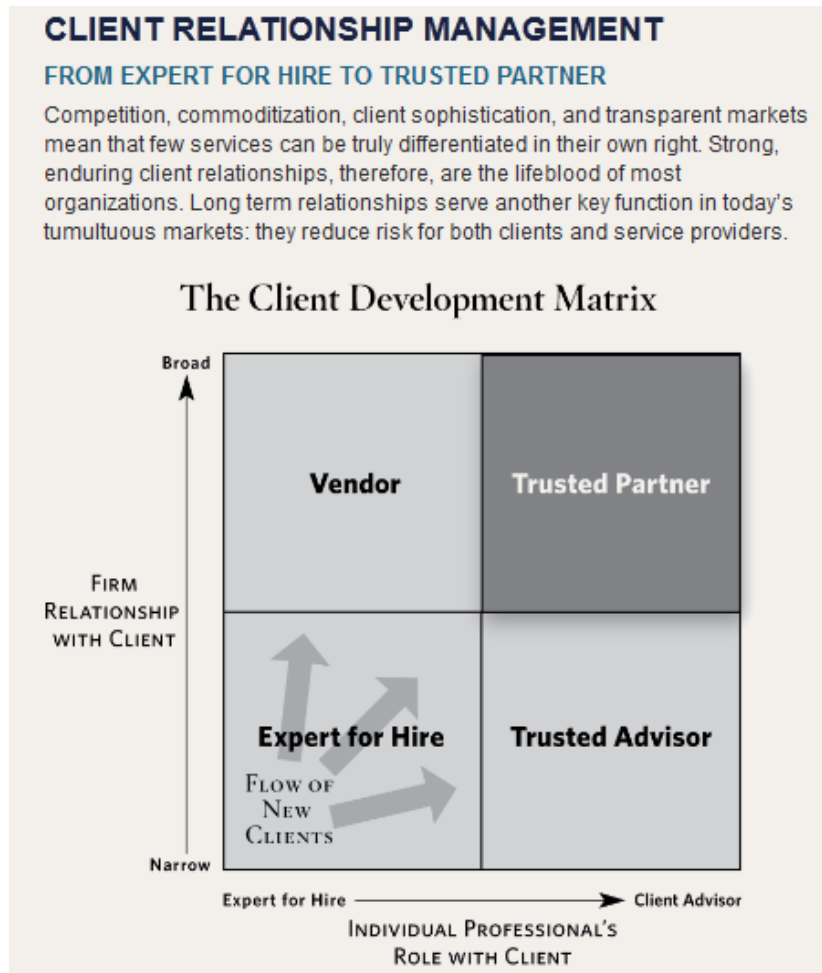
To become a client’s trusted advisor you must be seen by clients as invested in their safety, protection and growth. Asking questions around their BCP process is a significant opportunity to demonstrate your: *professional acumen, behavior, and values.*

A willingness to challenge your client. I call this “selfless independence” in my book *Clients for Life*. A division president at a major bank once told me, “I divide all the advisors I use into two groups: Those who simply do what I say, and those who will push back and sometimes say ‘No.’ A few of these latter individuals are my trusted advisors. The others are really suppliers.” Remember, if you’re concerned about coming across as too challenging, try turning your statements into questions. Instead of “I don’t think your team is collaborating very well” try “How do you feel about the collaboration within your team?”

You’ll create more buy-in that way

Andrew Sobel

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About our Presenter:

Fay Feeney is CEO of Risk for Good, an advisory firm equipping CEOs and their boards to govern the digital revolution. Her engagements equip the c-suite to improve their management of emerging risks around people and business operations. She is a well respected expert in safety, health & environmental issues for business. #safety matters

Fay works with clients to prevent and minimize the impact from business interruption losses. In the age of social media this can include your reputation especially when operating in a supply chain that demands responsible partners. She speaks regularly to corporate directors on technology risks and social media implications for business continuity.

She is speaking with us today on Disaster Preparedness in the always-on, connected world

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Thanks to Margaret and Jackie

Have a Prosperous Day!

Margaret Jacoby, SPHR

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