

Business Continuity Planning: Your Organization's Survival Depends on It

The 5 Essential Questions for a Customized,
Successful Plan

Lorain County Safety Council
March 16, 2011

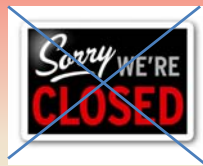
Presented by Ann M. Gynn,
Business Emergency Planning Institute



Why Care

- An estimated 25% of businesses do not reopen following a major disaster.

– Institute for Business and Home Safety



- 40% of companies that suffer a major business disruption go out of business within two years

– KPMG

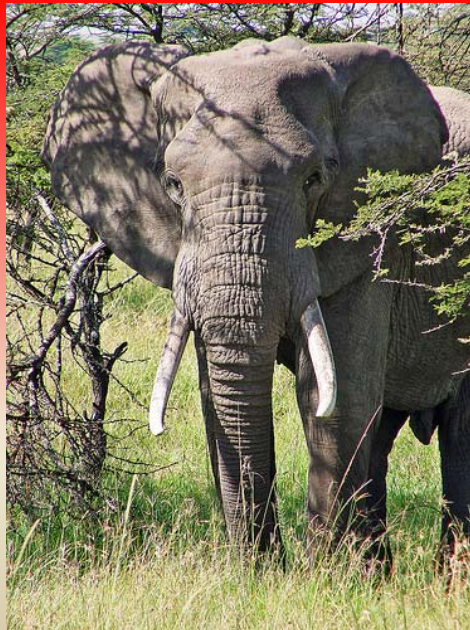
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What is Business Continuity Planning?

- It's not how Dwight did it in that fire episode of *The Office*.
- It's a commitment to prepare organization to operate as close to capacity *as possible* regardless of natural or human disruptions.

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Getting to Good BC Planning

- Identify potential disruptions
- Prepare the appropriate plan of action
- Obtain the resources to enact the plan
- Know WHEN to implement the plan
 - Situations are not always obvious at the on-set
 - Be sure to identify objective data that brings about action



What Disruptions?

Small

- Copier repair
- Internet is down
- Employee parking lot being repaved.
- Computer virus
- Solar flares
- Fire – someone else's
- Traffic
- Government issues – police barricades
- Theft – break-in
- Road / Bridge construction
- Injury of a co-worker (on or off the job)
- Defective products
- New phone system
- Change in law/regulations
- Office relocation
- Holiday vacations
- Suspicious package
- Unusual car in parking lot

Big

- Terrorist attack
- Chemical leak
- Blackout
- Fire - Yours
- Pandemic Flu
- Tornado
- Blizzard
- Water Main Break
- Sudden death of key employee
- White collar crime
- Accident (car drives through your wall)
- Earthquake
- Workplace violence
- Bomb threat



Likely (Major) Scenarios

- Fire
- Power outage
- Tornado
- Severe weather
- Infrastructure failure
(such as water main break)
- Hazmat spill



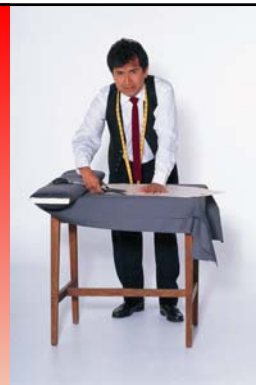
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One Size Does Not Fit All

Plans must be tailored to:

- Your physical location(s)
- Your business activity/mission
- Your personnel



Who's Going to Plan?



- Buy-in from top management
- Business Continuity Planning Team
 - People with necessary knowledge
 - People who want to participate



What are We Protecting?

Business Impact Analysis

- Identify essential operations or processes
- List each step/task to complete each operation/process
- Determine if procedures exist to accomplish each step
- Rate each step as 1 (essential), 2 or 3 (could do without for one week)



How do We Know the REAL threats to our Business?



- Identify possible disruptions
- Analyze impact on business
- Rate disruptions' impact on business as 1-5 (one be a "substantial"; 5 being "not at all")
- List possible responses



What do We Need to Think About?



- Can organization function as normal next day?
- Is clean-up/repair possible? Timeframe?
- Insurance?
- Prepared for media?
- Contacted stakeholders on what's next?
- Legal assistance?
- Financial assistance?
- Off-site process?
- BC team met during?
- Post-event analysis?



What Do with We Do with the Plan?



- Communicate
 - The importance
 - The plan
 - Their roles
 - Revisions
 - Incorporate into day-to-day organizational life



Remember the Elephant ...

- Map out action plan
 - Who's involved?
 - What is the critical mission of our business?
 - What disruptions could affect us?
 - How will we respond?
 - Does everybody know?
- Include time frames and assign responsibilities
- Update and review at assigned intervals

Know good BC infrastructure helps the business even if a disruption never occurs.



Resources

- **BEP Institute**
 - Free monthly e-newsletter
 - May 13 – Best Practices Panel and BEPPE Awards
 - www.bepinstitute.com
- www.ready.gov
- www.crisiscommunications.com
- www.redcross-cleveland.org

