

Emergency Management & Safety Solutions

危機

Emergency Management & Safety Solutions

*Revitalize – Reinvigorate Your
Program AND your Career*



Out of
Danger
Comes
Opportunity

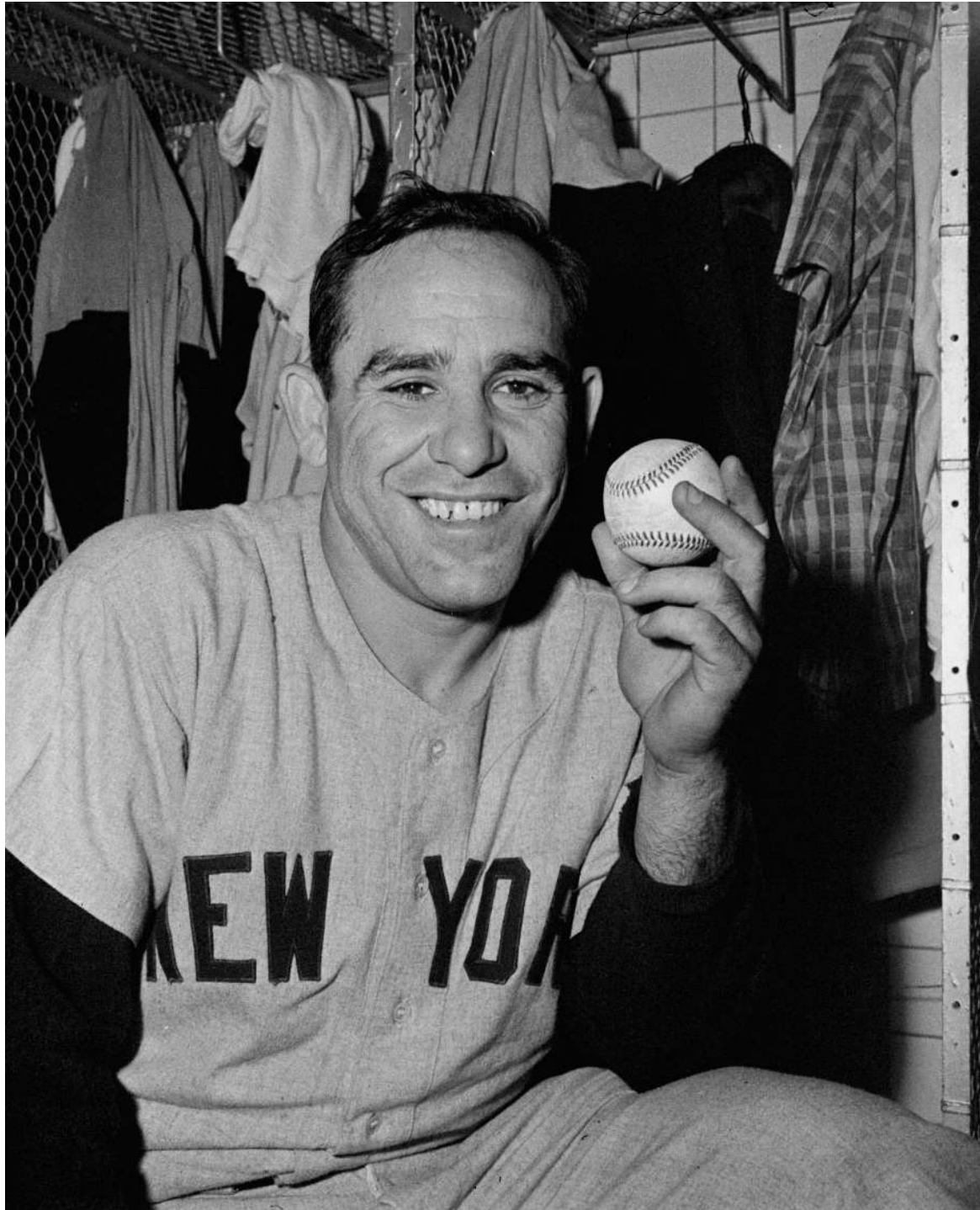
Emergency Management & Safety Solutions



March 2014

www.ems-solutionsinc.com

2



“If you don't know
where you're
going, you'll end
up somewhere
else.”

Yogi Berra



2014 Top Global Risks

1. Business interruption, supply chain risk
2. Natural catastrophes (for example, storm, flood, quake)
3. Fire, explosion
4. Changes in legislation and regulation
5. Market stagnation or decline
6. Loss of reputation or brand value (for example, from social media)
7. Intensified competition
8. Cyber crime, IT failures, espionage
9. Theft, fraud, corruption
10. Quality deficiencies, serial defects

Allianz 2014 Risk Barometer Survey

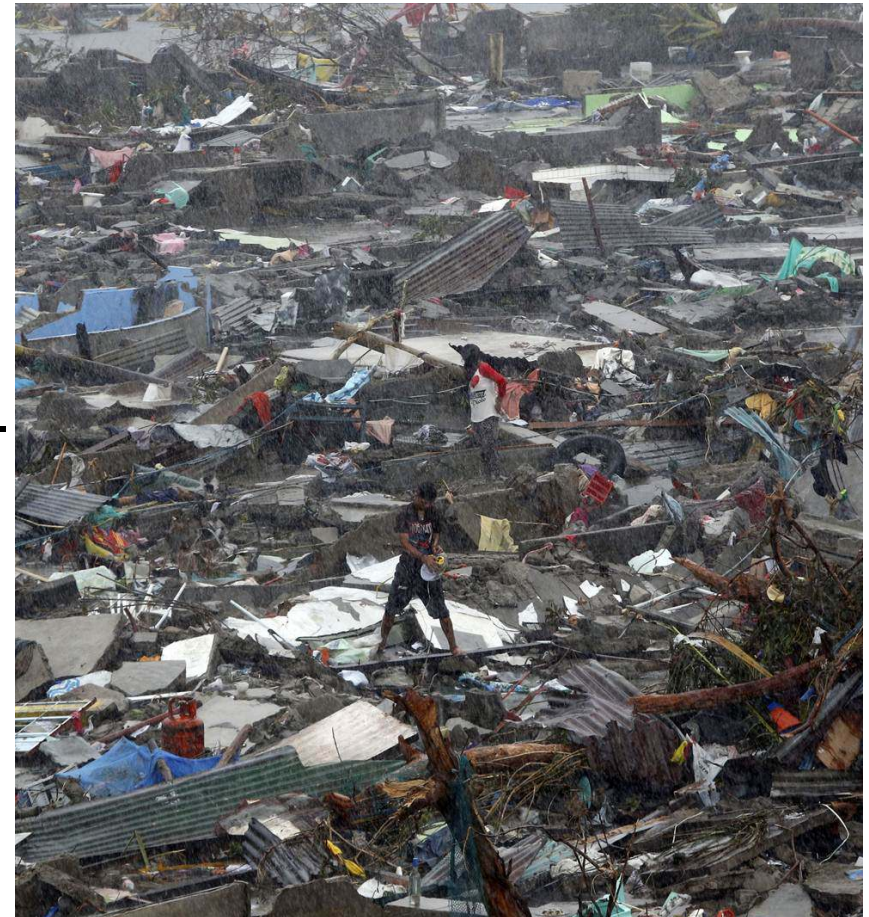
What to Expect?

- **More...**more of everything:
 - Visible increases of the overall effects of climate change.
 - Weather-related disasters of all kinds.
 - Cyber-security issues impacting larger audiences.
 - Disease outbreaks due to population concentrations, zoonotic illnesses, and free-moving populations.
 - Issues related to globalization, including outsourcing and supply chain disruptions.



The World is Changing

- Impactful disasters are on the increase and present a broad range of issues. Events are now:
 - The worst.
 - The most significant.
 - The strongest storms ever recorded.
 - The 100 year flood now happens every 25 years.
 - More/Most catastrophic.
 - More/Most deadly.
 - More/Most expensive.



The World is Changing

- Shifts and changes are occurring in the BC profession and will continue ...rapidly.
 - Management is questioning the investment and the return of traditional BC. “BC should be routine business.”
 - BC departments being part of a larger enterprise activity (such as risk) rather than free-standing.
 - Migration towards risk management.
 - Retrenchment and resizing of many groups/departments.
 - Targeted planning vs. broad planning.



The World is Changing

- Are you doing things the same way you have always done them?





Emergency Management & Safety Solutions

RE

vitalize
invigorate
invent

What's in a word?

- Revitalize
 - Imbue (something) with new life and vitality.
 - To make (someone or something) active, healthy, or energetic *again*.
- Reinvigorate
 - Give new energy or strength.
 - Made or become fresh in spirit and/or vigor.
- Reinvent
 - Make over completely.
 - Bring back into existence or use.

Cultivate a Beginner's Mind

“In the beginner's mind there are many possibilities, in the expert's mind there are few.”

—Shunryu Suzuki

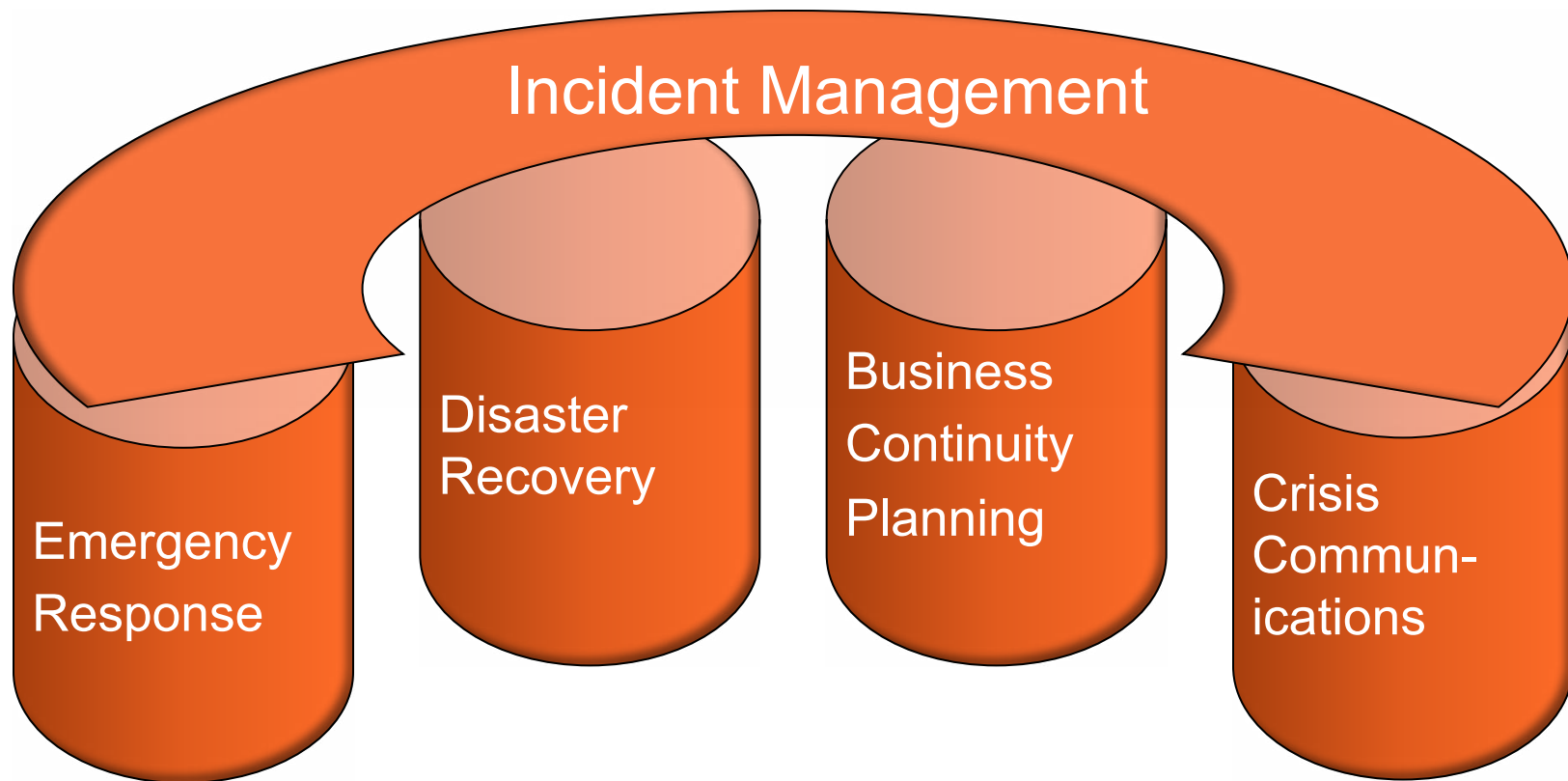




Emergency Management & Safety Solutions

“RE” your program

Typical Program Components



8 Ways to “Re” Your Program

1. Question everything.
 - How could I think about recovery differently?
 - How could I deliver “similar results” but develop and/ or deliver it “differently?”
 - What is the value add of BC?
 - Is BC something that is done only after you have a disaster?



For Example...

What We See...



What Kids See...



8 Ways to “Re” Your Program

2. Location

- Where is your department currently? Does it matter where it lives?
- Where is an ideal location?
- Should you promote a different location now?
- Will it exist as a free-standing department in the future or be subsumed ?



8 Ways to “Re” Your Program

3. Benchmark...Carefully.
 - Imitation: When a company decides to measure a market leader, it can end up as a carbon copy.
 - Limit innovation: There is not “out of the box” thinking.
 - Complacency & arrogance: We are doing OK and then relax & fail to see opportunities & challenges.
 - We should be asking: “Is this right for us?”



8 Ways to “Re” Your Program



4. Rethink Plans

- Old plans & planning
 - Reams of detail, lots of data.
 - Complicated databases and dense plans.
 - Special training, complicated.
- New plans & planning
 - Slim, easy to maintain and update.
 - What you need and nothing more.
 - Easy administration.
- If you had to do a plan differently, how would you do it?

8 Ways to “Re” Your Program



5. Workout!

- In a real event, you fall back to your level of training.
- Exercises are as important and perhaps more important than detailed plans.



- A simple exercise that you could do every few months.
 - Open any newspaper.
 - Find a perfect exercise narrative.
 - Spend 30 – 60 minutes.
 - Review the incident assessment process. Assign a level.
 - Developing an Incident Action Plan.
 - Discussing the business continuity approach.

8 Ways to “Re” Your Program

6. Manage Information Creatively

- How to manage information in a command center?
 - Paper (forms, boards).
 - Purchased tools such as WebEOC.
 - Others?
 - Ask someone who doesn't see the limitations.



8 Ways to “Re” Your Program

7. Engage

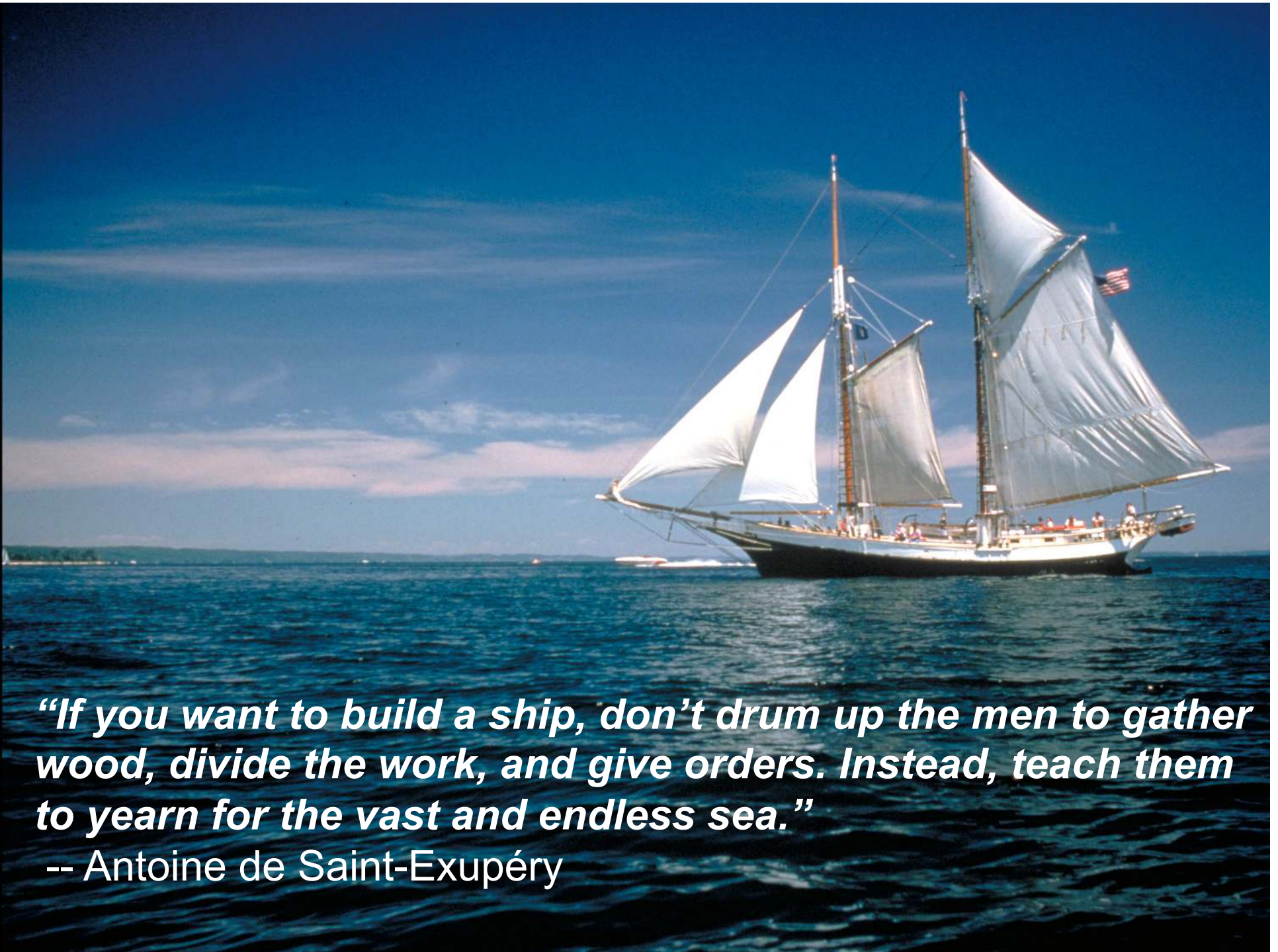
- Social media is becoming mainstream – even in corporate America.
 - Learn about social media.
 - Become social media savvy.
 - Get a Twitter account.
 - Follow people and groups.
 - When something happens, go to Twitter and follow the information – contrast that to traditional sources.



8 Ways to “Re” Your Program

8. Market

- Think of business continuity as a product that needs to be marketed “strategically” within the organization.
- What is your marketing approach?
 - Overt efforts
 - Covert efforts



“If you want to build a ship, don’t drum up the men to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and endless sea.”

-- Antoine de Saint-Exupéry



Emergency Management & Safety Solutions

“RE” your career



State of Mind

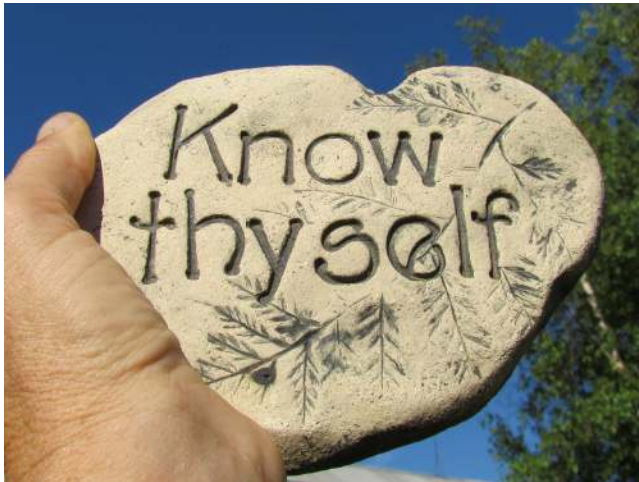


10 Ways to “Re” Your Career

1. Think of yourself as a business
 - What’s your product?
 - What do you have to sell?
 - How are you marketing yourself?
 - Create a positive online presence.
 - Build your brand.



10 Ways to “Re” Your Career

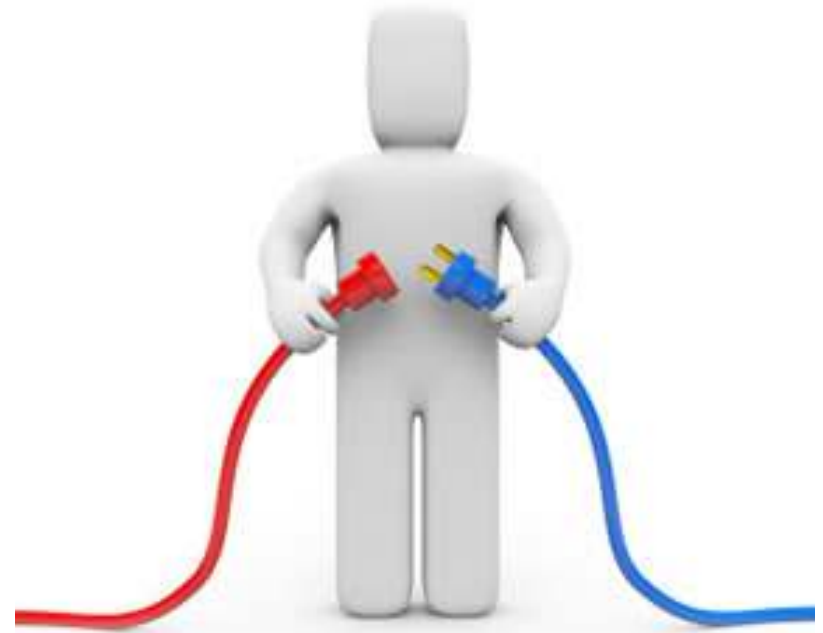


2. Gain clarity – know thyself.

- What kind of work is meaningful to you?
- What’s your ideal work environment?
- The better you know what you like and need, the more you will recognize a trend/job/opportunity when you see it.

10 Ways to “Re” Your Career

3. Connect – count the ways:
 - Make real connections.
 - Social media – LinkedIn.
 - Professional associations .
 - Conferences – DRJ, WCDM, CI, CPM.



10 Ways to “Re” Your Career

4. Be generous with your time and knowledge.
 - People are rewarded when they create and participate.
 - How do you do that?
 - Write, speak, help & volunteer whenever you can.
 - Don't know how? Learn.

10 Ways to “Re” Your Career

5. Be creative.

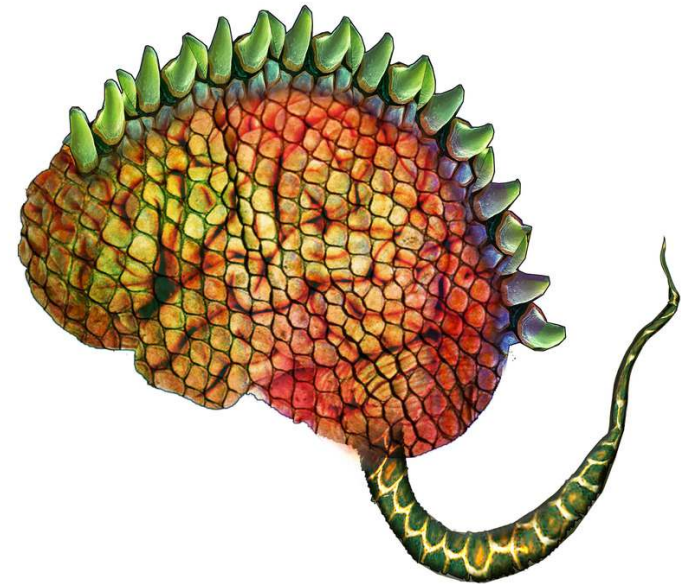
- Do things to get your creative juices flowing.
- Do things for fun.
- Don’t see your dream job out there?
 - Make it up?
 - Start your own?
 - Start a new project?



10 Ways to “Re” Your Career

6. Acknowledge your internal critic and send them on vacation.

- Often referred to as the lizard (reptilian) brain – the prehistoric part of our brain that deals with safety, anger and other basic emotions.
- Acknowledge your lizard, and then ignore it.



10 Ways to “Re” Your Career

7. Deliver

- If you say you are going to do something?
 - Do it!
 - No excuses.
- The goal is to:
 - Get things done.
 - Make things happen.
 - Create outcomes that people seek.



10 Ways to “Re” Your Career

8. Fail

- What is failure?
 - It means that you have tried.
- Didn't work this time?
 - Take a moment, take a deep breath, get up and keep going.
- Failing and then trying again is what separates us all.
- Think of all the other great failures: Babe Ruth, Edison, Lincoln, Steve Jobs....



10 Ways to “Re” Your Career

9. Learn

- Education is critical for your professional and personal life.
- Our opportunity is to:
 - Revisit what you *think* you know.
 - And learn something new every single day.



10 Ways to “Re” Your Career

10. Be proactive

- Actively pursue your interests.
- Have clear goals and plans in mind and in writing.
- Create a strategic plan for your life, and act with urgency.
- Proactive = healthier, happier, more fulfilling.



A green rectangular sign with rounded corners and a white border of reflective dots. The word "Change" is written in a large, white, sans-serif font across the center of the sign. The sign is supported by two wooden posts and is set against a bright blue sky with scattered white clouds. The perspective is from a low angle, looking up at the sign.

Change

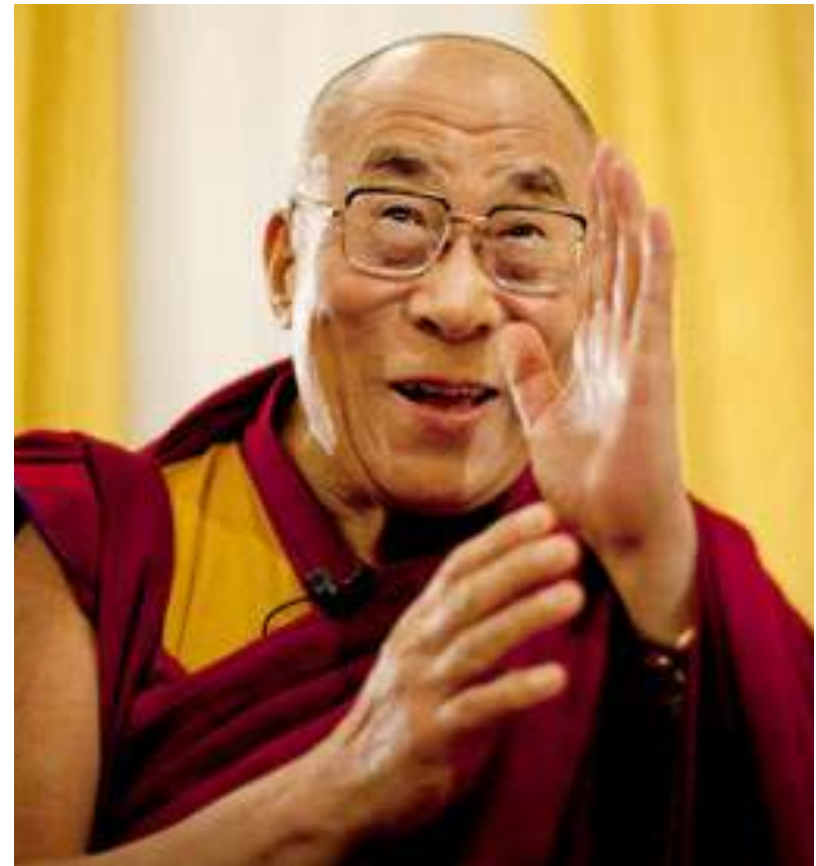
Change is Coming

- Our industry (you, me, world) is changing.
- It is always best to reinvent yourself before someone else does it for us.
- Become a change master.



Great Change

- The Dalai Lama once said that the greatest gift we could give our children was to prepare them for *great change*.



What if tomorrow...

1. Your CEO tells you:
 - “I want you to do recovery ‘*differently*’...come back in a week with suggestions on how it can be done.”
 - How would you do that?
2. She then asks you:
 - “How could business continuity be ‘routine business’, not a stand alone plan or function?”
 - How would you do that?
3. As she leaves she says...
 - And be prepared to discuss the ways your program adds value to the business...



Emergency Management & Safety Solutions

“If we all did the things we are capable of doing, we would literally astound ourselves.”

-Thomas Edison



Emergency Management & Safety Solutions

Thank you

Regina Phelps, CEM, RN, BSN, MPA

Emergency Management & Safety Solutions

San Francisco, California

415-643-4300

www.ems-solutionsinc.com