


Emergency Management & Safety Solutions


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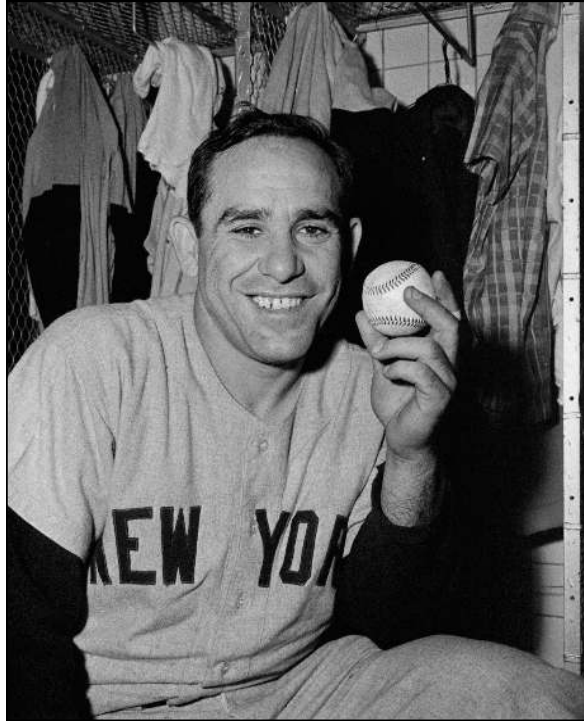
SHAKE IT UP!

How To Bring Energy & New Life Into Your Program & Career



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“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. **"A breach-a-day!"**
 - 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 on traditional BC. “When was the last time we had an activation?” “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?



Are you doing things the same way you have always done them? Time to shake it up?



RE vitalize
invigorate
invent



What's in a word?

- What does it mean to “shake it up?” Think Revitalize, Reinvigorate, Reinvent.
 - Imbue (something) with new life and vitality.
 - To make (someone or something) active, healthy, or energetic **again**.
 - Give new energy or strength.
 - Made or become fresh in spirit and/or vigor.
 - 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.”

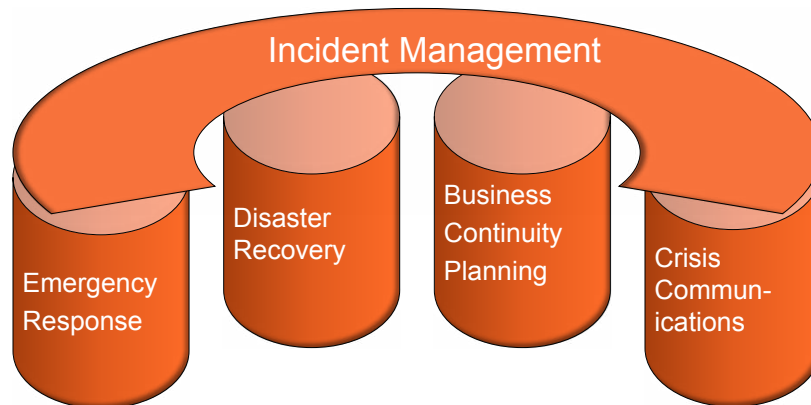
—Shunryu Suzuki



Shake up your program



Typical Program Components



8 Ways to “Shake it Up”

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?
 - Only in a disaster or value everyday?





For Example...

What We See...



What Kids See...



8 Ways to “Shake it Up”

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 “Shake it Up”

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 “Shake it Up”



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 “Shake it Up”



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 exercise narrative (EQ, shooting, flood, bomb, etc.)
 - Spend 30 – 60 minutes.
 - Review the incident assessment process
 - Discuss your communication strategy.
 - Develop an Incident Action Plan.
 - Discuss the business continuity approach.
 - Is it in the plan? No? Add it!



8 Ways to “Shake it Up”

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 “Shake it Up”

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.

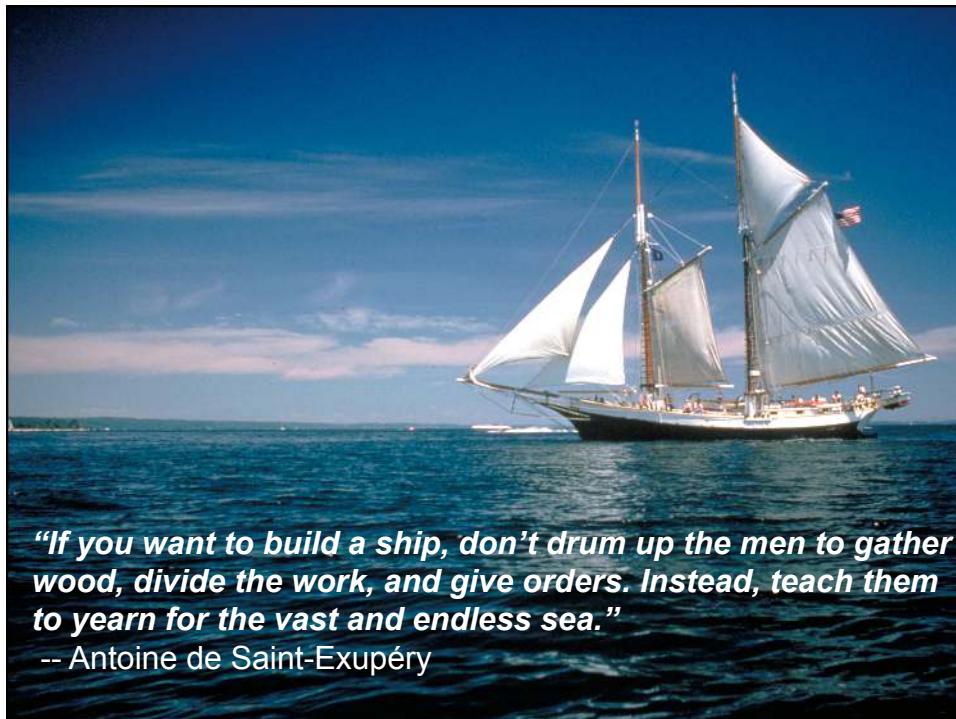




8 Ways to “Shake it Up”

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
 - National Preparedness month – September!
 - Covert efforts
 - Keeping business leaders “current” on topics of the day.





Shake up your career



State of Mind





8 Ways to “Shake it Up”

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.



8 Ways to “Shake it Up”



2. Gain clarity – know thyself.

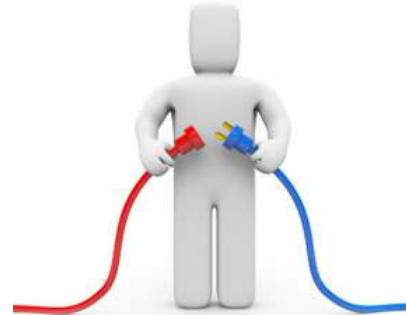
- What kind of work is meaningful to you?
- What’s your ideal work environment?
- The better you know what you like and need, the more you will recognize a trend/job/opportunity when you see it.



8 Ways to “Shake it Up”

3. Connect – count the ways:

- Make real connections.
- Social media – LinkedIn.
- Professional associations .
- Conferences – DRJ, WCDM, CI, CPM.



8 Ways to “Shake it Up”

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.



8 Ways to “Shake it Up”

5. Be creative / learn.

- Do things to get your creative juices flowing.
- Do things for fun.
- 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.



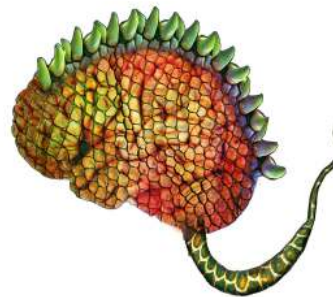
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8 Ways to “Shake it Up”

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.





8 Ways to “Shake it Up”

7. Be Proactive

- Proactive = healthier, happier, more fulfilling.
- Have clear goals and plans in mind and in writing.
- Create a strategic plan for your life, and act with urgency.
- The goal is to:
 - Get things done.
 - Make things happen.
 - Create outcomes that people seek.



8 Ways to “Shake it Up”

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....





Out of
Danger
Comes
Opportunity

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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 part of ‘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...



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

-Thomas Edison



**KEEP
CALM
AND
SHAKE IT**



Thank you

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