

Emergency Management & Safety Solutions

危機

Association of Continuity Planners Florida

Our Past and Future;
Looking Back and Gazing Forward



Out of
Danger
Comes
Opportunity

Emergency Management & Safety Solutions



March 2015

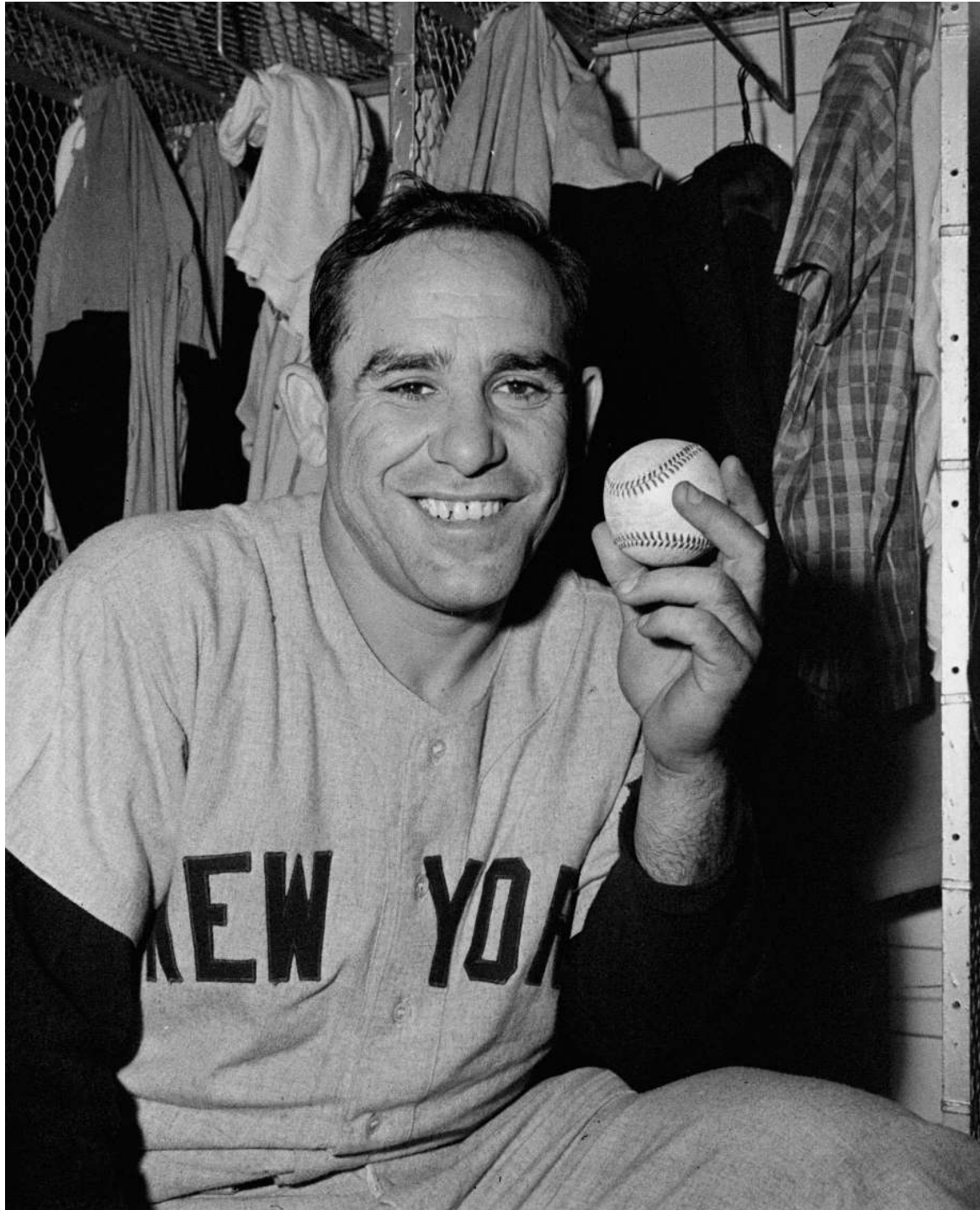
www.ems-solutionsinc.com

2



Emergency Management & Safety Solutions





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

-Yogi Berra



Agenda

- In the Beginning: Looking Back
- Fast Forward to Now: Gazing Forward
- What Are You/We Doing to Keep Up?
- “RE” Your Program
- “RE” Your Career
- Change
- Looking Forward...What if Tomorrow...



In the Beginning – A Look Back

“Once Upon a Time...”

- An adequate recovery plan was a tape back-up strategy for your *main frame* computer systems.
- Of course that was in a galaxy far, far away... a long, long time ago.



It Was Quickly Realized That...

- To recover data without considering the business (and a host of other issues) was, well... a problem. A big problem.
 - Hence, business continuity was born.



It would be like going back to Google Classic!





Fast Forward to Now (and Beyond) – Gazing Forward



Allianz Risk Barometer Survey

2015

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

2014

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.

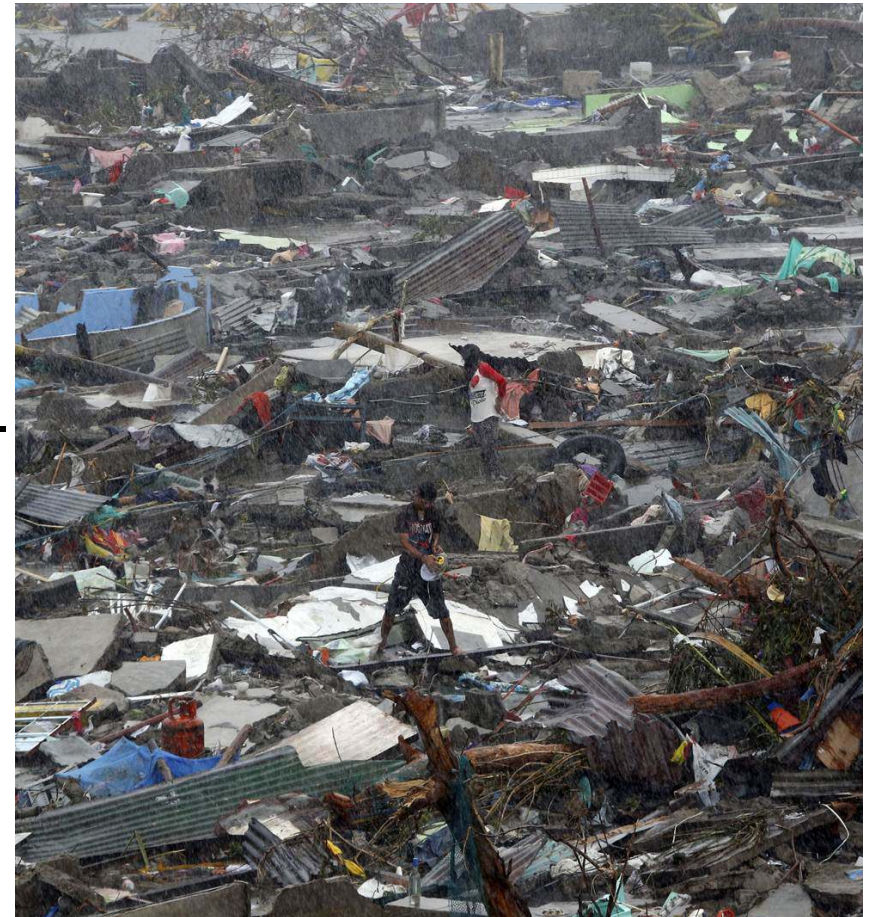
What to Expect?

- **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.
 - More frequent (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 to change... rapidly.
 - Management is questioning the investment and the return of traditional BC. “BC should be routine business.”
 - BC departments are now part of a larger enterprise activity (such as risk) rather than free-standing.
 - Migration towards risk management.
 - There is retrenchment and resizing of many groups/departments.
 - Targeted planning vs. broad planning.





What Are We Doing to Keep Up?



Emergency Management & Safety Solutions

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.
 - Make 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

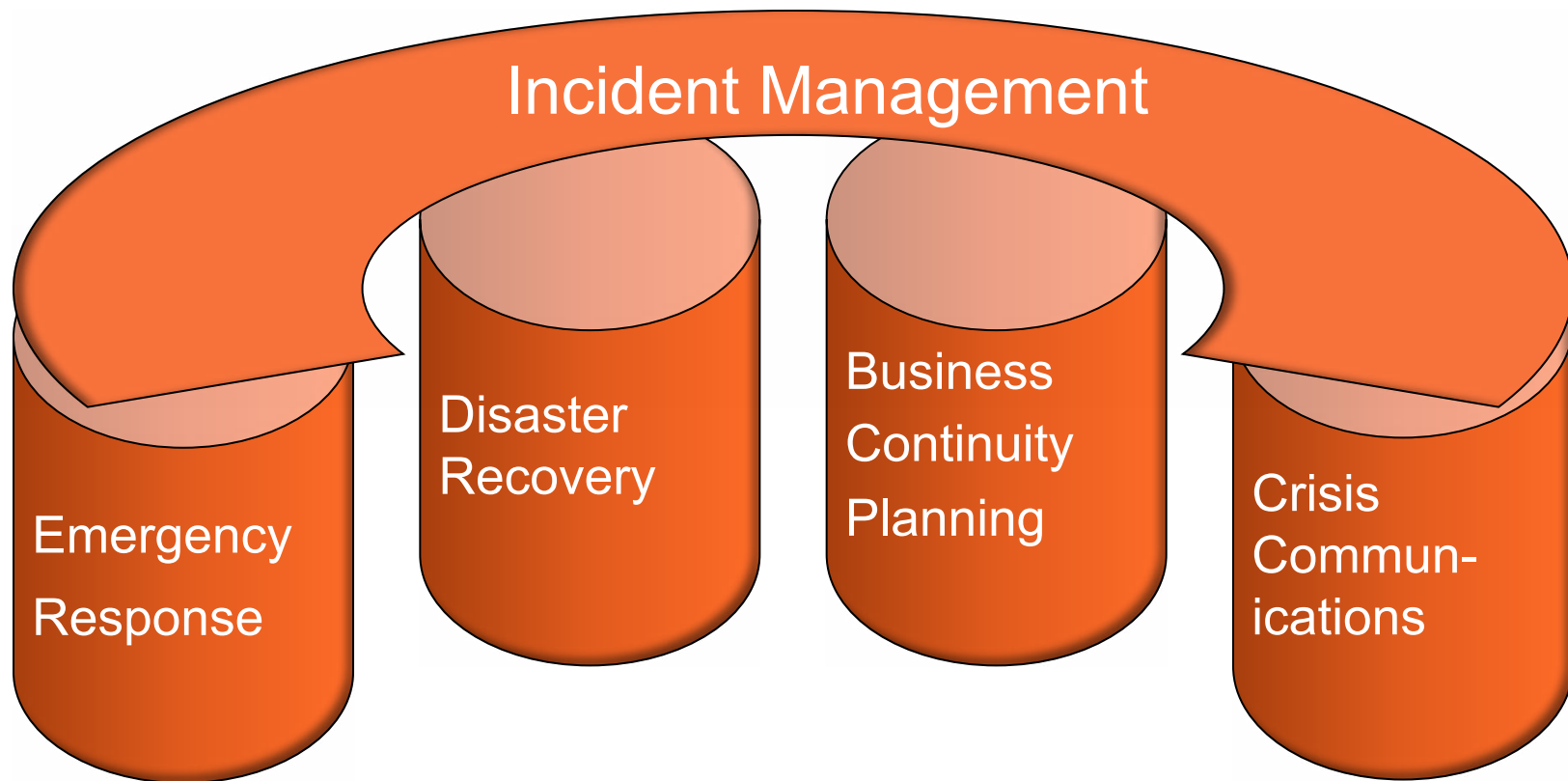




Emergency Management & Safety Solutions

“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?
 - Only in a disaster? Or is there value every day?



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 against a market leader, it can end up as a carbon copy.
 - Limit innovation: Forget to think out of the box to surpass it or innovate.
 - Complacency and arrogance: “We are doing okay,” then relax and fail to see opportunities and challenges.
 - Ask, “Is this right for us?”



8 Ways to “RE” Your Program



4. Rethink plans :

- Old plans and planning:
 - Reams of detail, lots of data.
 - Complicated databases and dense plans.
 - Required special training, complicated.
- New plans and 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. Work out!

- In a real event, you fall back to your level of training.
 - Hopefully you don't fall so far that you hit the floor...
- Exercises are as important as – and perhaps more important than – detailed plans.



- A simple exercise that you could do every few months.
 - Open any newspaper.
 - Find an 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!

Cyber Exercises

- What are you waiting for?
- Your cyber exercises should push way beyond technology:
 - Incident Management
 - Crisis Communications
 - Business Continuity



8 Ways to “RE” Your Program

6. Manage information creatively:

- How do you manage information in a busy 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 with the world:

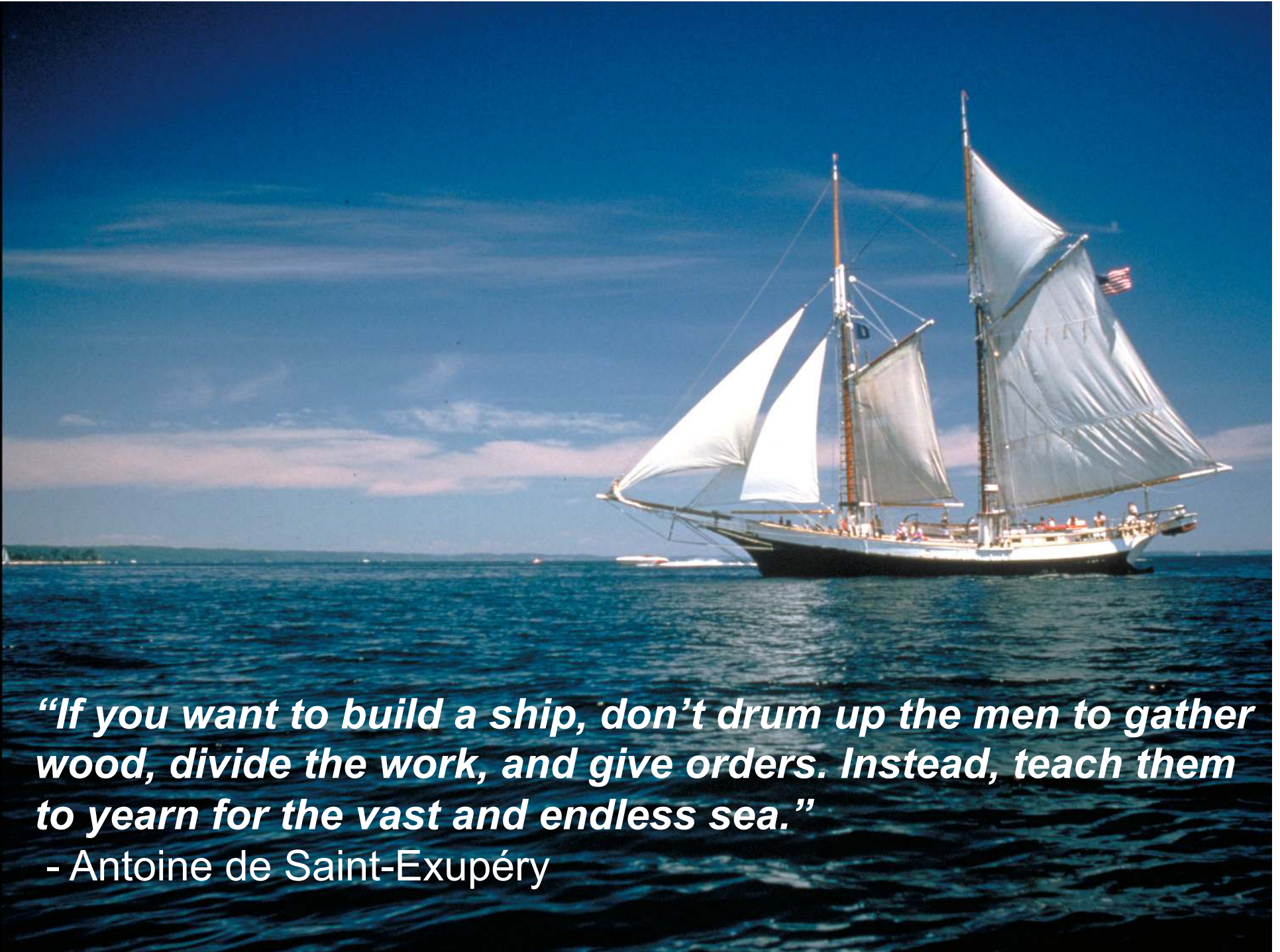
- Social media is becoming mainstream, even in corporate America.
 - Learn about social media.
 - Become social-media savvy.
 - Get a Twitter account.
 - Follow people and groups.
 - When something happens, go to Twitter and follow the information, contrast that to traditional sources.



8 Ways to “RE” Your Program

8. Market your program:

- Think of business continuity as a product that needs to be marketed “strategically” within the organization.
- What is your marketing approach?
 - Overt efforts:
 - “September is National Preparedness month!”
 - Covert efforts:
 - Keep business leaders current on topics of the day.
 - Doing analysis of contemporary events and sharing.



“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



8 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.

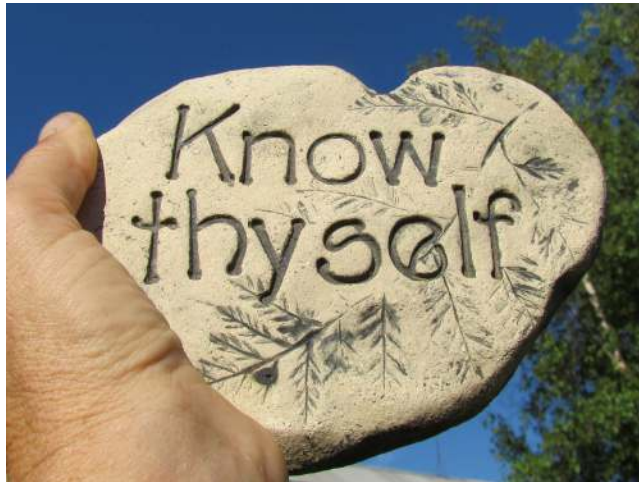


8 Ways to “RE” Your Career

2. Gain clarity. “Know thyself.”

- What kind of work is meaningful to you?
- What’s your ideal work environment?

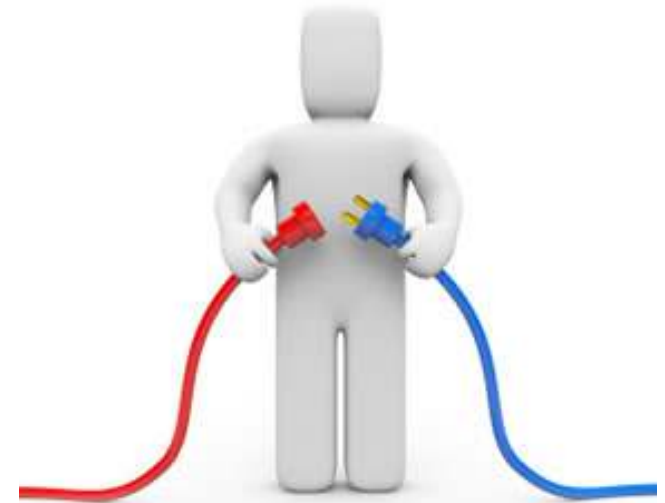
The better you know what you like and need, the more you will recognize a trend/job/opportunity when you see it.



8 Ways to “RE” Your Career

3. Connect – Count the ways:

- Make real connections, earn status and gain insights from people you’d never have a chance to interact with any other way.
- Be active on social media, i.e., LinkedIn.
- Join professional associations.
- Attend conferences (DRJ, WCDM, CI, DRI, CPM).



8 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, and volunteer whenever you can.
 - Don’t know how? Learn.

8 Ways to “RE” Your Career

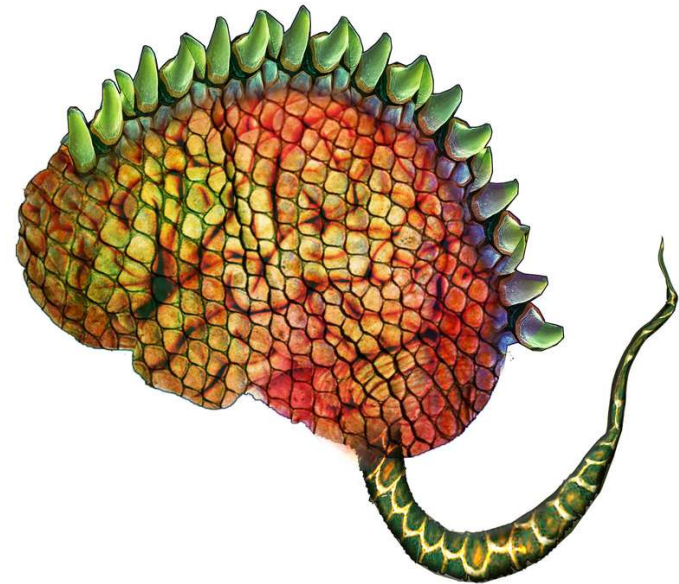
5. Be creative / learn:

- Do things to get your creative juices flowing.
- Do things for fun.
- Learn something new.
 - Education is critical for your professional and personal life.
- Our opportunity is to:
 - Revisit what you think you know.
 - Learn something new every single day.



8 Ways to “RE” Your Career

6. Acknowledge your “internal critic” and send it on vacation:
- Often referred to as the lizard (reptilian) brain, this is 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 “RE” Your Career

7. Be proactive:

- Proactive = healthier, happier, more fulfilling.
- Have clear goals and plans in mind and put them 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 “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...



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 mounted on two wooden posts. The background is a bright blue sky with scattered white clouds.

Change

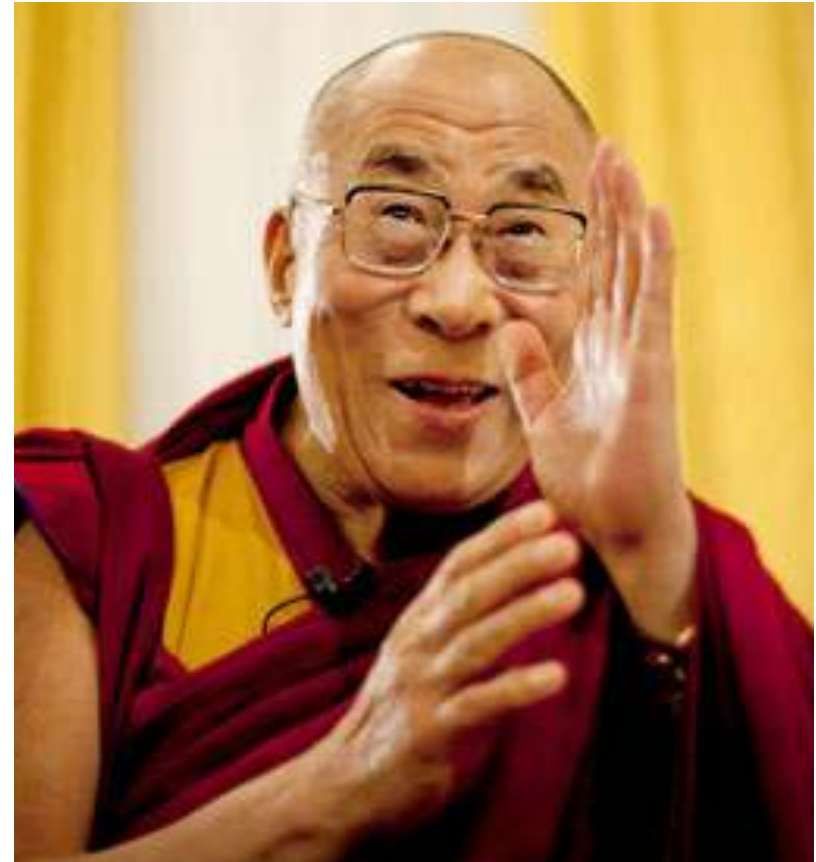
Change is Coming

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



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...

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...everyday!”
 - How would you answer that?



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

@ReginaPhelps

www.ems-solutionsinc.com

