

**OSC 10**  
Ohio Safety Congress & Expo

**Business continuity planning:  
Your organization's survival  
depends on it**

145  
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Thursday, April 1, 2010 2:15 to 3:15 p.m.

### 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 that fire episode of *The Office* or a Dilbert scenario
- 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 obvious at the on-set
  - Be sure to identify objective data that brings about action

### What Disruptions?

<p><b>Small</b></p> <ul style="list-style-type: none"> <li>• Copier repair</li> <li>• Internet is down</li> <li>• Employee parking lot being repaved.</li> <li>• Computer virus</li> <li>• Solar flares</li> <li>• Fire – someone else's</li> <li>• Traffic</li> <li>• Government issues – police barricades</li> <li>• Theft – break-in</li> <li>• Road / Bridge construction</li> <li>• Injury of a co-worker (on or off the job)</li> <li>• Defective products</li> <li>• New phone system</li> <li>• Change in law/regulations</li> <li>• Office relocation</li> <li>• Holiday vacations</li> <li>• Suspicious package</li> <li>• Unusual car in parking lot</li> </ul>	<p><b>Big</b></p> <ul style="list-style-type: none"> <li>• Terrorist attack</li> <li>• Chemical leak</li> <li>• Blackout</li> <li>• Fire - Yours</li> <li>• Pandemic Flu</li> <li>• Tornado</li> <li>• Blizzard</li> <li>• Water Main Break</li> <li>• Sudden death of key employee</li> <li>• White collar crime</li> <li>• Accident (car drives through your wall)</li> <li>• Earthquake</li> <li>• Workplace violence</li> <li>• Bomb threat</li> </ul>
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### 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
- Your business
- 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 problems?

- Identify possible disruptions
- Analyze impact on business
- Rate as 1-5 (one being a "must do"; 5 being "do without")
- List possible responses



## What should we know to do?

- 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?



## How do we share the plans?

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



## How do you eat an elephant?

*One bite at a time*

- Take one step.
- Map out action plan
  - Timeframes
  - Responsibilities
- Know good BC infrastructure helps most situations



## Resources

- **BEP Institute**
  - Free monthly e-newsletter
  - April 14 – Annual BCP Conference, Independence
  - [www.bepinstitute.com](http://www.bepinstitute.com)
- [www.ready.gov](http://www.ready.gov)
- [www.crisiscommunications.com](http://www.crisiscommunications.com)
- [www.redcross-cleveland.org](http://www.redcross-cleveland.org)

