

Successfully Building Business Continuity Awareness

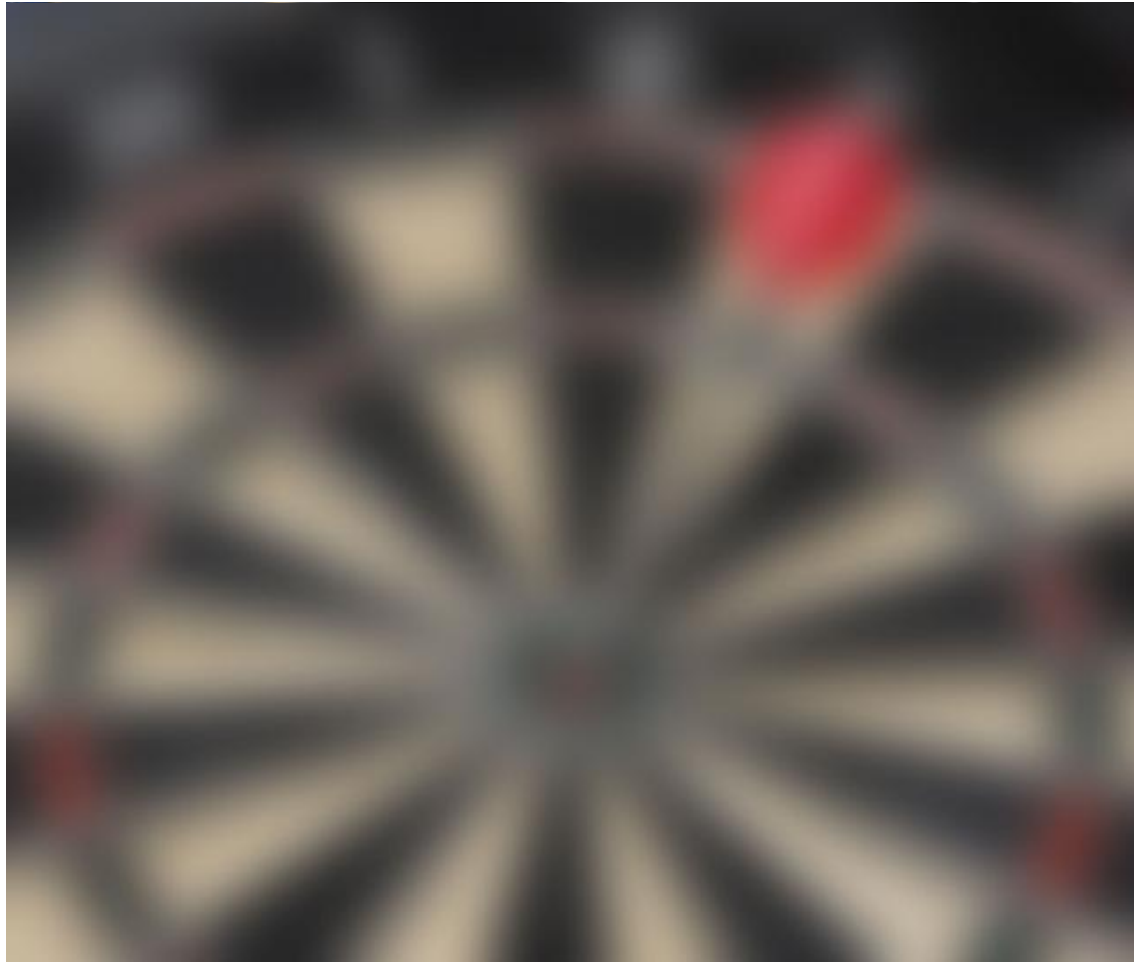
Brian Zawada
DRJ Spring 2007



Is this you?



Your Challenge?



Is Training Important?



Overview



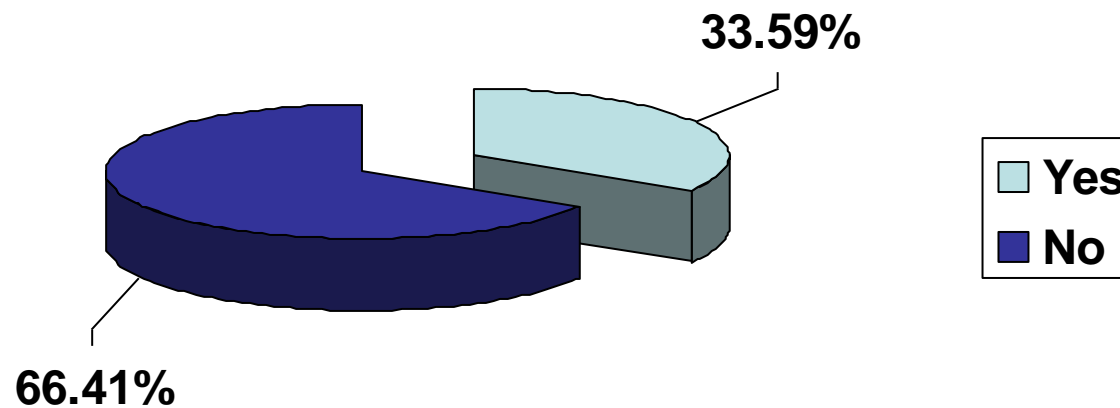
- The Problem
- Best Practice Solution Set
- Development Methodology
- “Tactical” Examples
- Discussion



The Problem



Do your employees get sufficient crisis management / disaster recovery training?

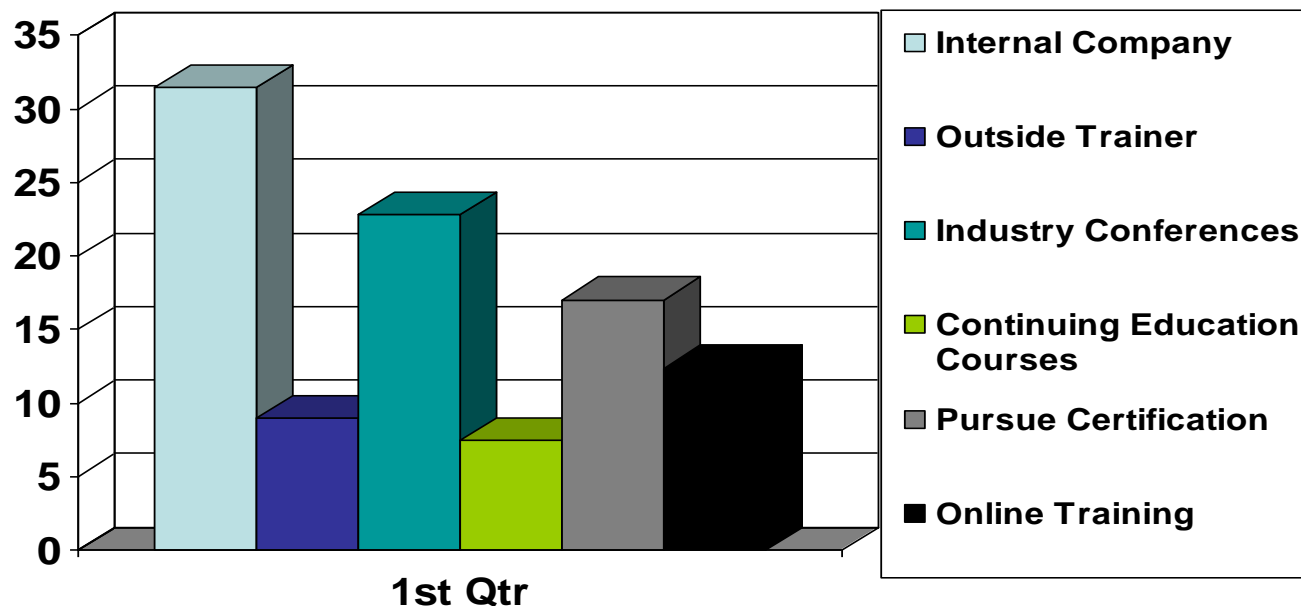


2005 Continuity Insights – KPMG Study

The Problem



What types of training have your employees utilized?
(Select all that apply)

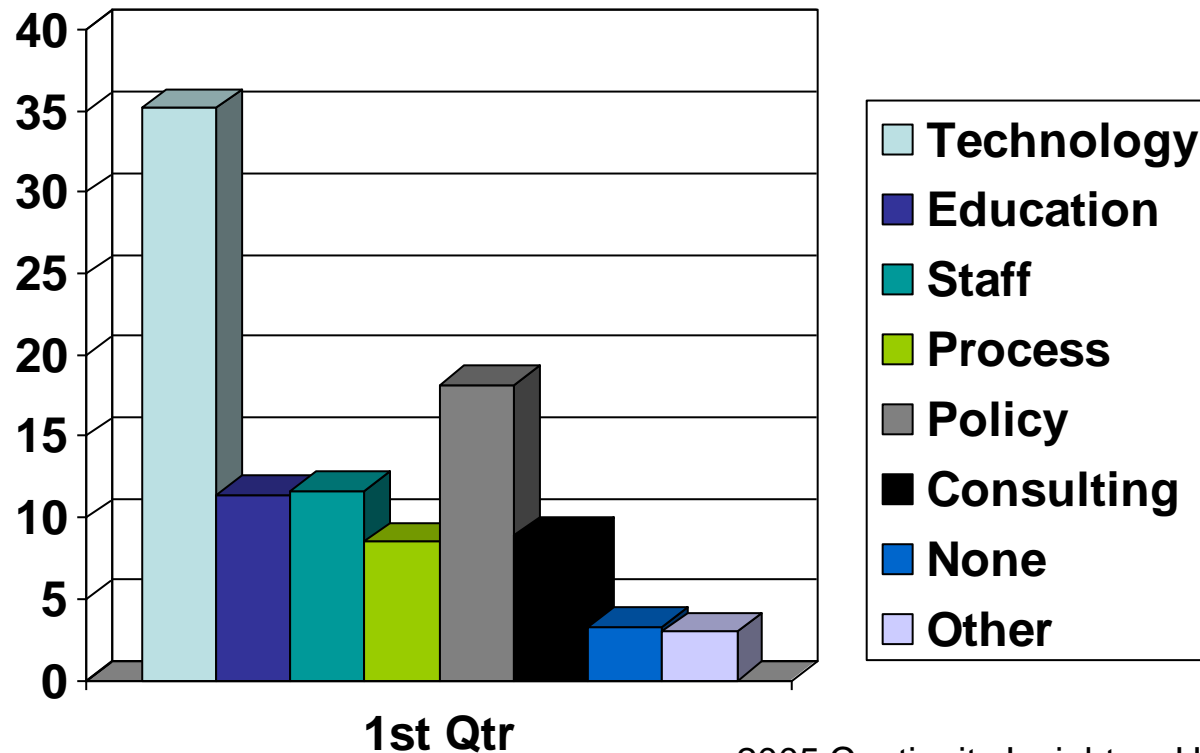


How is "employee" defined?

The (Real) Problem



Over the last 12 months, what were the top two areas of business continuity that your company has invested in? (Select two)

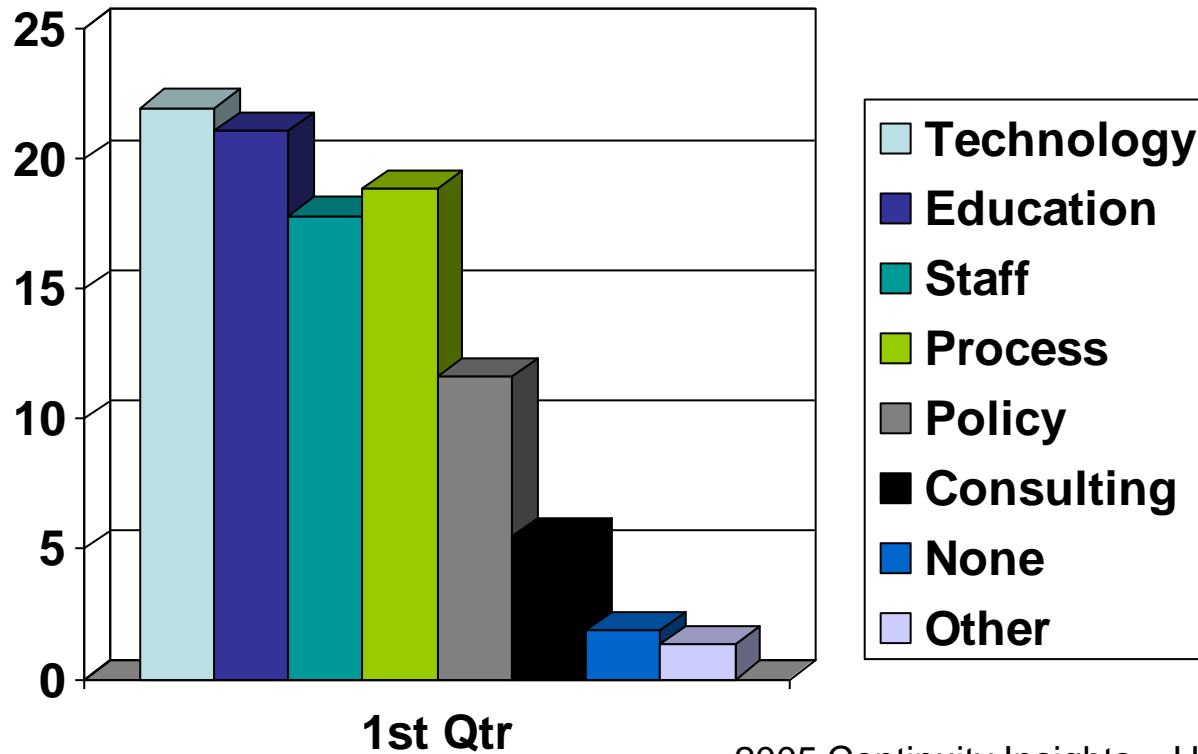


2005 Continuity Insights – HP Study

Exactly!



In what areas do you believe that your organization needs to increase its business continuity spending?



2005 Continuity Insights – HP Study

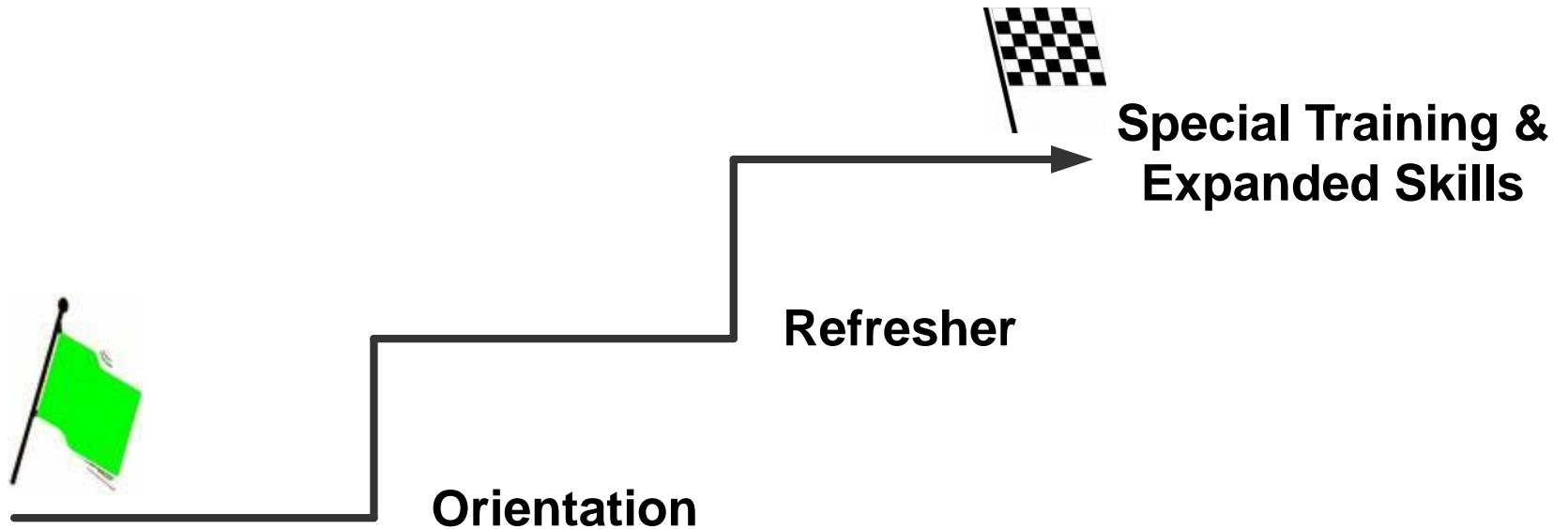
Best Practice



- Create “business continuity” awareness throughout your organization
- Identify your audiences
- Define your awareness objectives, by audience
- Deliver with a method that is flexible for the audience
- Engage related risk management disciplines to avoid duplication of effort and message inconsistency
 - HR and Training Groups too
- Stay in front of your audiences in a cost-effective manner



Best Practice



A “Not So” Best Practice



Avoid this scenario



Program Development Methodology



Audiences



- Executive Managers
- Employees / Contractors
- Family Members
- Investors
- Regulators
- Business Partners

A Layered Approach...





Delivery Method Categories

- Developed Internally or Externally
 - Hard Copy Documentation
 - Web-based Documentation
 - Physical Reminders
 - Live Training
 - Web-based Live Training
 - Self-led Computer Based Training
 - Interactive Group Training

**The key is to choose the best match for
your audience and content**

“Fit”



Delivery Method	Content Complexity	Quantity & Distribution of Audience	Frequency of Instruction	Frequency of Content Change
Hard Copy Documentation	Detailed, but not too complex 7	Medium to Large & Closely Distributed 5	High Frequency 9	Low Frequency 3
Web-based Documentation	Detailed, but not too complex 7	Medium to Large & Distributed 7	High Frequency 9	High Frequency 9
Physical Reminders	Not Complex 2	Medium to Large & Closely Distributed 5	High Frequency 10	Low Frequency 2
Live Training	Highly Complex 10	Small & Closely Distributed 2	Low Frequency 3	High Frequency 8
Web-based Live Training	Highly Complex 9	Small & Distributed 4	Low Frequency 4	High Frequency 8
Self-led Computer Based Training	Complex 6	Large & Distributed 9	High Frequency 8	Low Frequency 3
Interactive Group Training	Complex 5	Small & Closely Distributed 2	Low Frequency 3	High Frequency 7

Tools / Opportunities



- Exercises
- Plan Documentation
- User Guides
- Skill Based Training (hands on)
- Drills / Walkthroughs
- Reminder Placards
- HR Orientation Participation
- Presentations
- “Multiple Choice Tests” and Surveys
- Magnets
- “Booths”
- Intranet Site
- Media Handling Training
- On-line Awareness Courses
- Effectiveness Reporting
- Conference Participation
- Certification Exam Prep Classes
- Wallet Cards
- “Go Bags”
- Stickers on the Back of Badges



Content Key Success Factors



- “Best Fit” Delivery
- No Jargon
- Little to No Theory
- Flexibility
- Succinct (keep it short)
- Focused (only what the audience needs to know)



One Last Thought...

- Training and awareness processes are applicable to organizations new to business continuity
- It's just as important to educate “business people” during the planning process
 - Participating in the BIA
 - Selecting recovery strategies
 - How to plan
 - Optimizing the testing process





Questions and Discussion



Contact Information



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Presentation Abstract



Following the implementation of business continuity plans and strategies, a common challenge noted by most business continuity professionals is creating program awareness throughout the organization. In a recent survey sponsored by KPMG, only 35% of respondents indicated their employees get sufficient awareness training.

Who needs to know about the business continuity program? What do they need to know, and how do you create a message they will understand (and pay attention to)? And what's the most appropriate method to get the message to them in a way that it will be retained? The importance of business continuity awareness programs is easily understood. Answering these questions and optimizing awareness program execution is difficult.

In addition to outlining strategies to answer each of the questions above, this presentation will explore trends in business continuity awareness program development and execution, identify optimal timing and methods to present awareness program content, and discuss how leading organizations are making their people aware of business continuity program roles and responsibilities.