

# What Just Works?

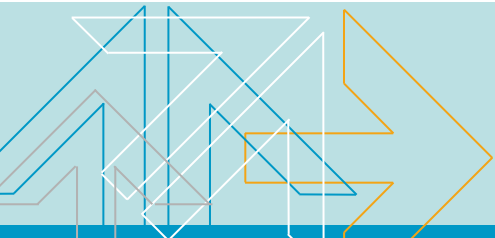
*Those Universal Truths That Business Continuity Professionals Must Understand and Practice*

Brian Zawada (MBCP)  
Avalution Consulting



# Agenda

- Getting Back to Basics
- Three Universal Truths
  - Building Executive Confidence
  - Creating Organizational Alignment
  - Developing and Delivering Capability
- Case Studies
- Conclusions



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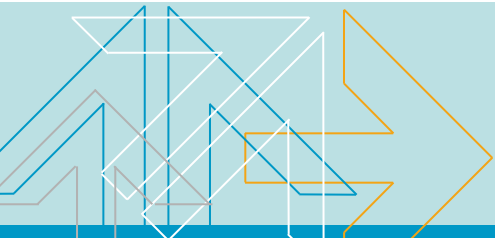




# Getting Back to Basics

It's now more important than ever!

- Time Constraints
- Skepticism
- Budgetary Constraints
- How We Are Perceived



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# Getting Back to Basics



## Response Strategies

Business Impact Analysis

Plans

Exercises

Risk  
Assessment

Emergency  
Operations  
Centers

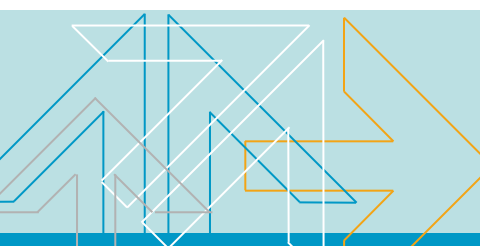
Alternate Workspaces  
and Data Centers

Mitigation

Recovery  
Strategies

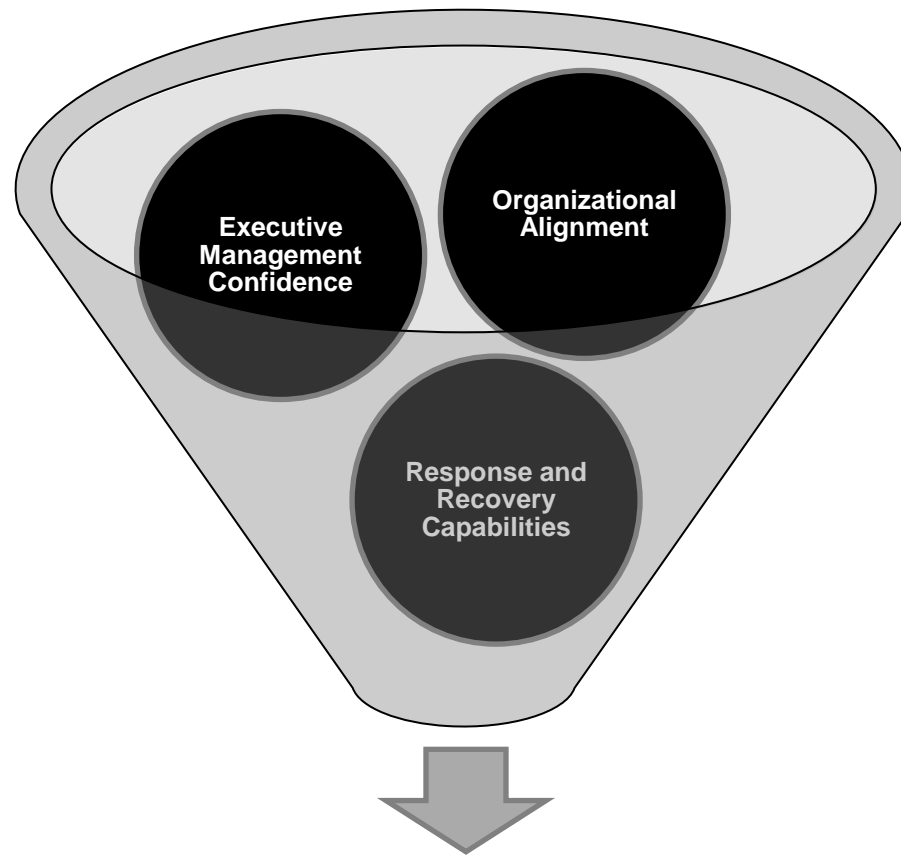
Training  
Activities

Crisis Communications  
Processes and Tools

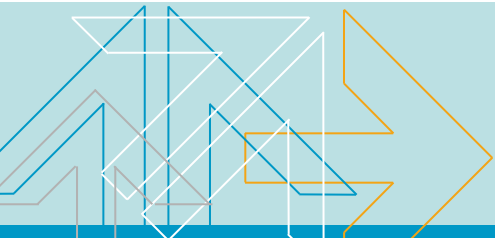


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Support for Preparedness Efforts  
Preparedness Capability



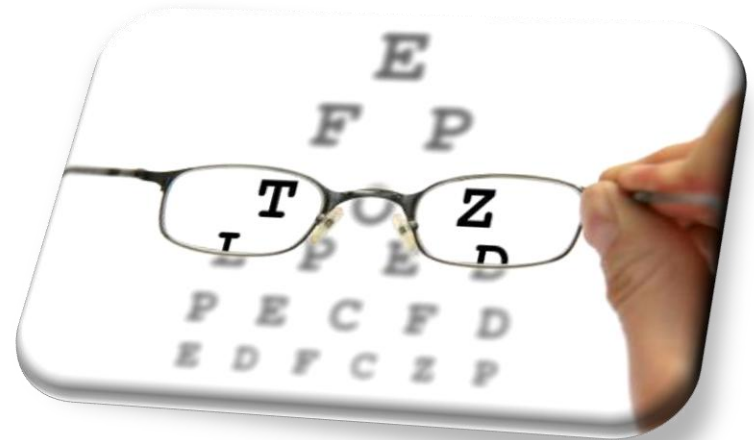
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# Executive Management Confidence



- Obsess About the Organization's Reputation
- Use the Language of the Business
- Add Value to Your Organization's Sales and Marketing Message
- Prevent and React
- Get to Know (and use) Standards

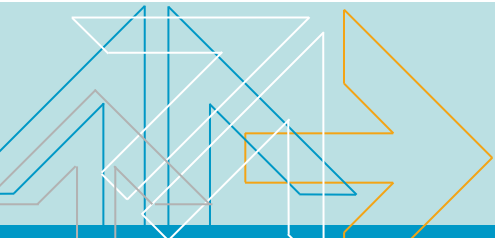


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# Case Study 1



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# Case Study 1

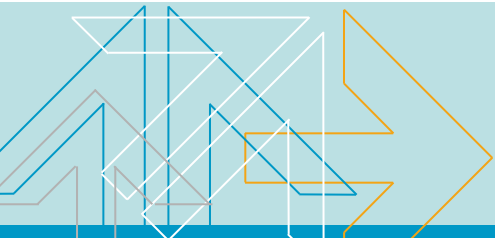


## Background

- Fortune 500
- International Distribution
- Traditional Focus on IT
- Higher Risk Appetite
- Significant Increase in Customer Inquiries
- Culture – Decentralized Problem Solving

## Solution Set

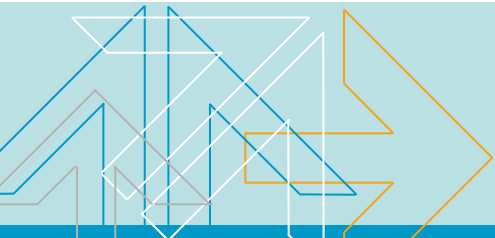
- Steering Committee
- “Value Streams”
- “Micro” and “Macro” Strategies
- Centralized Standards, Decentralized Execution
- Partner with Sales, Marketing and Communications
- International Standards Selection





# Organizational Alignment

- Demonstrate an Understanding of Organizational Strategy
- Focus on Core Products and Services
- Understand Customer Expectations and Requirements
- Consult with Your Suppliers
- Use Business Tools
  - Lean, Six Sigma, ITIL, COBIT, Management Systems

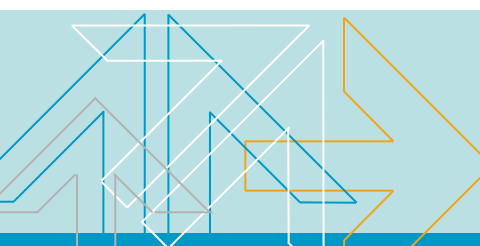


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# Case Study 2



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# Case Study 2

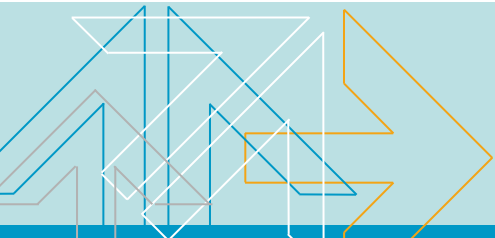


## Background

- Fortune 500
- Financial Services
- 3 FTEs Hired to Build and Mature BC Program
- Left A Few Years Later...
  - Focused on the Org Chart
  - Focused on the Software
  - No “Real” Capabilities
  - No Repeatability

## Solution Set

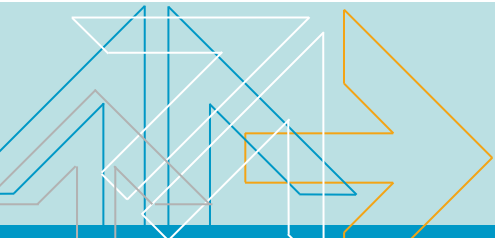
- Steering Committee
- Company-wide Standards
- Product and Service Focus
- Developed a Solid Understanding of Product/Service Delivery
  - Inherent Recoverability and Gaps
- Strategy Design (Take Advantage of Internal Resources)
- Simple Plans
- Continuous Improvement



# Response and Recovery Capabilities



- So Much More than a Plan Document!
- Response
- Communications
- All-Hazards Planning?



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# Response and Recovery Capabilities



Not One Size Fits All!  
“Tool Box”



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# Response and Recovery Capabilities



## Risk Mitigation

Insurance

Backup Power

Alternate Suppliers

Physical Security

IT Security

Fire Protection Solutions

Safety Stock

Cross-Trained Personnel

Media Monitoring

Many, Many Others!



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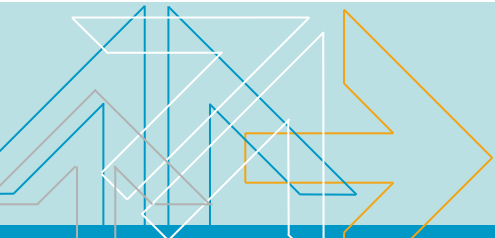


# Response and Recovery Capabilities



## Response

- Emergency Response Plans
- Evacuation Instructions
- Shelter-In-Place Instructions
- Accountability Processes
- Floor Warden Programs
- Crisis Management Plans
- Escalation Procedures
- Crisis Management Teams
- Emergency Operations Centers
- Damage Assessment Teams
- Situation Reports
- Third Party Coordination
- Supplies



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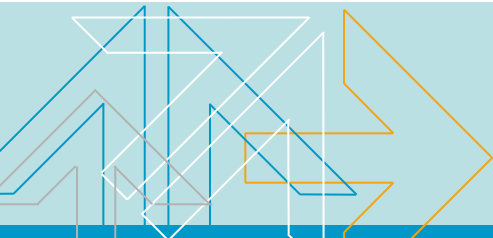
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# Response and Recovery Capabilities



## Recovery

- Alternate Workspace
- Work-From-Home Capabilities
- Data Backup Solutions
- Alternate Data Centers
- Alternate Staff
- Off-site Supplies
- Manual Workarounds
- Alternate Business Procedures



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# Response and Recovery Capabilities



## Communications

Contact Information

Holding Statements

Notification Services

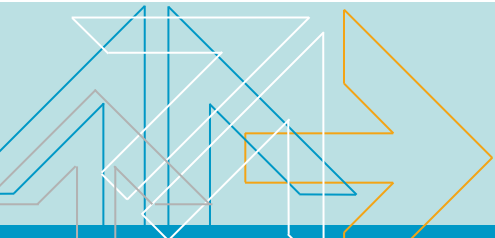
Crisis Hotlines

Ghost Web Sites

Call Trees

Media Handling Procedures

Press Release Instructions



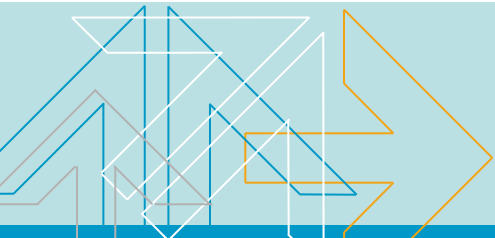
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# Conclusions



- Get Good at Selling!
- Get Simple
- Get Aligned



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# Contact Information

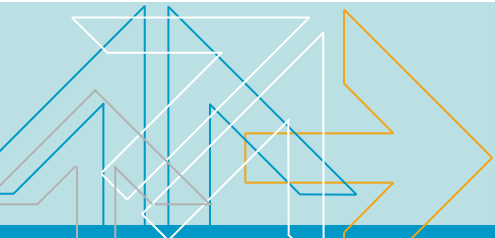
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