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Increasing Resiliency Through Effective Communications



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EFFECTIVE COMMUNICATIONS RESULT IN EMPLOYEES KNOWING THEIR ROLE

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- Establishes responsibilities
- Reduces confusion at the time of an event
- Increases flow of accurate details and widespread information
- Creates accountability

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PLANNING

Executive buy in, then...

- Business Impact Assessment (BIA)
- Threat Assessment (TA)
- Define
 - Risk tolerance
 - RTO (Recovery Time Objective)
 - Strategies
 - Key applications
 - Key vendors
- The Business Continuity Plan

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KEY CONTACTS

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KEY BUSINESS CONTACTS

- Decision Makers
- Understands the business
- Prioritizes recovery by the criticality of processes
- Communicates across all levels of the organization




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EDUCATE KEY CONTACTS

- Processes by geographic location
- Regional threats
- Criticality
- Strategies
- Communication Strategy
- How to communicate with the Business Continuity contacts





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KEY CONTACT TRAINING SLIDE

Why have an Event Management Team?

- > Business Contact
- > Communicate across the entire organization
- > Relay impacts, strategies, and issues
- > Key decision makers
- > Mitigate risk before there is an impact

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AWARENESS PROGRAM

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- Everyone has a role, do they know what to do?
- Set expectations before the event
- Be prepared by planning for any scenario
- Flexibility is critical



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TOPICS

- Clear event communication
 - Prepared templates
- Do all employees know what business continuity is and who you are?
- Does your organization know what to do at the time of a business interruption?
- Does your key contact team know how to communicate with you?
 - Senior Management?
 - All associates?

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FOCUS
AREAS


- What are your key metrics and are they being met?
 - Successful mitigation of business impact during an event
 - Exercise results
 - ENS test results
 - Remote access capabilities
 - Ability to move work
 - Ability to move people

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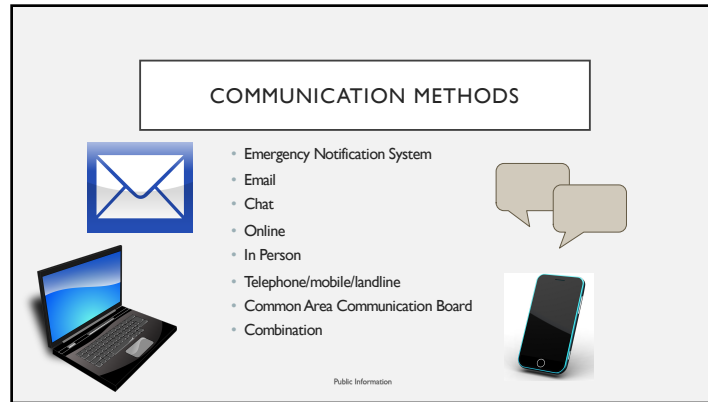
**KNOW YOUR
AUDIENCE**

- Executive vs. entry level
- Body language
- Learning styles
 - Auditory
 - Visual
 - Experience
- Listen
- Brevity



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EVENT COMMUNICATIONS

- Legal – limitations/restrictions
- Media relations
- Employee communications
- Executive communications

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CRITICAL EVENT TEMPLATE

- Who you are
- To whom the information is being sent
- The issue
- Required action from your contacts
- Pertinent links
- When they can expect the next update
- The best way for recipients to contact you

This is [Your Name] from The Business Continuity Team.

To the [Region/location] [Key Contact Team].

There is a water leak in the [Region] campus and the building cannot be occupied today. Please enact your business continuity strategies to continue business operations.

Please reply to youremailaddress@yourbusiness.com with strategies that will be implemented to mitigate the risk of business impact and any potential issues.


Update to be provided by [Date/Day] at [Time].

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**ANTICIPATE
QUESTIONS
AND ISSUES**

- Include when hotels can be leveraged
- Is there a preferred list of hotels
- Who is paying for the hotel
- Who is responsible to pay for incidentals
- Explain the process
 - Clear Timeframes
 - Information needed
- Clearly state how changes in reservations are handled
- Is transportation provided



Hotel Accommodations

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HURRICANE

- Advanced notice allows time to prepare
- Set the cadence for the upcoming days with the Key Contacts and Executives
- Preparation – primary and secondary strategies to be leveraged
- Personal preparation
- Support during the storm
- Physical location status
- Associate Safety Check
- Resumption activities

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SUMMARY

- Executive buy in
- Build a strong foundation
- Identify and train key contacts
- Develop:
 - Business communication plan
 - Awareness Program
 - Event Templates
- Maintain all documentation

Effective Communications result in employees knowing their role!


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A cartoon illustration of a person with a large head and a small body, looking at a scroll. The scroll contains the following text: 'Why am I taking this course?', 'What am I supposed to do with all of this information?', and 'How can I prove I know it?'.

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QUESTIONS???



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