



No BC Program is Complete Without an **Effective Crisis Communication Plan**



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- 12+ years in BC, DR and CM industry
- Program and system implementation for multiple fortune 500 companies
- 2 years served as ACP Program Director (Alamo chapter)

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Executive Support/Buy In

- **Identify stakeholders**
 - Across entire company
 - External too, if applicable
- **Train the decision-makers**
 - Program value
 - Not just “requirement”
- **Path forward / metrics**
- **Gain approval**

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Branding



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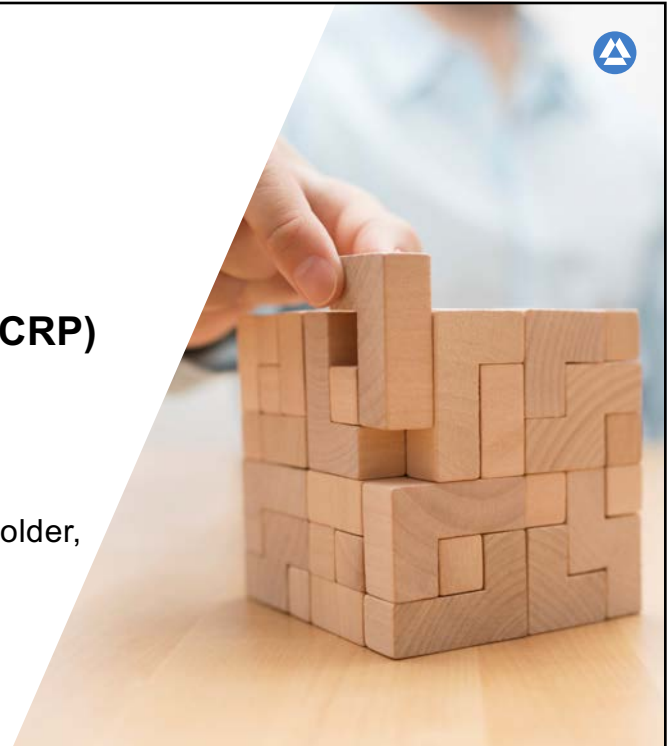
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Defined Program



- **Identify team members**
 - Train / interview
 - Change management
- **Documented Response Plan (CRP)**
 - Triggers
 - Activation procedures
 - Disaster declaration procedures
 - Communications (employee, stakeholder, external, etc.)
- **Test entire process**



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Communication Templates



- **Stakeholder involvement**

- **Identify use cases**

- Contact strategies
 - During/after hours
 - Delayed cascading
 - Escalations
- Response Options
 - Response obligations?



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Communication White-boarding Sample



Comm	TOD	Devices	Response Options	Follow up?
Active shooter	Any	All	No	N/A
ALL CLEAR / Accountability	Any	All	Yes – I am safe No – Calling 911	Yes – every 5 mins
Campus Closure – Weather Related	Business Hours	Desk, Work Cell, Work SMS, Work Email	Acknowledged	No
Campus Closure – Weather Related	After Hours	Home, Personal Cell, Personal SMS	Acknowledged	No
Crisis Team Activation	Business Hours	1. Desk, Work Email, Work Cell, Work SMS 2. Personal Cell, Personal SMS 3. Home	<ul style="list-style-type: none"> • Accept – Headed to conference room • Accept – Will be there within 15 mins • I cannot attend, alert my backup 	Yes – every 5 mins
Crisis Team Activation	After Hours	1. Work Cell, Work SMS, Work Email 2. Personal Cell, Personal SMS 3. Home	<ul style="list-style-type: none"> • Accept – Dialing in • Accept – Will dial in within 15 mins • I cannot attend, alert my backup 	Yes – every 5 mins

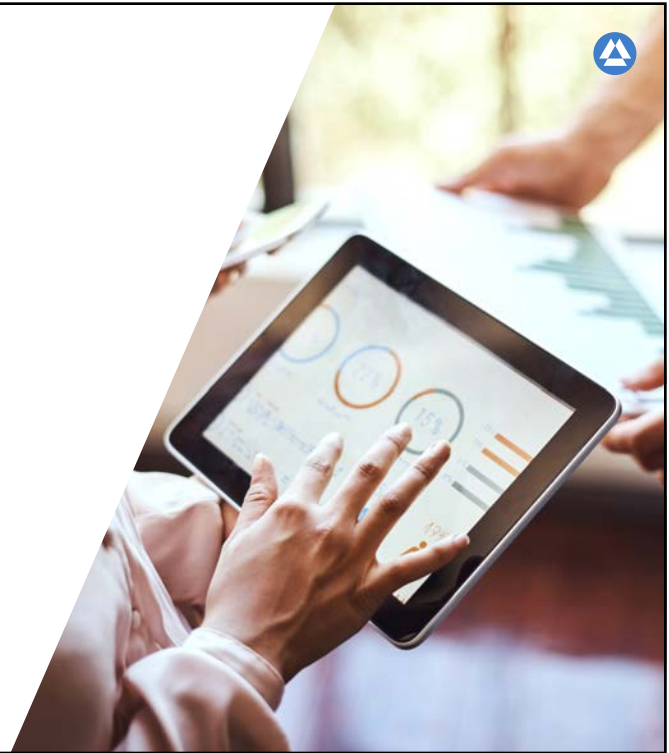
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Quality Data

- Automation / Integration
- Regular refreshes
 - Review/clean up
- Review test results
- Assess existing data for trends
- Multiple contact points
 - Personal and work
- Use dynamic groups

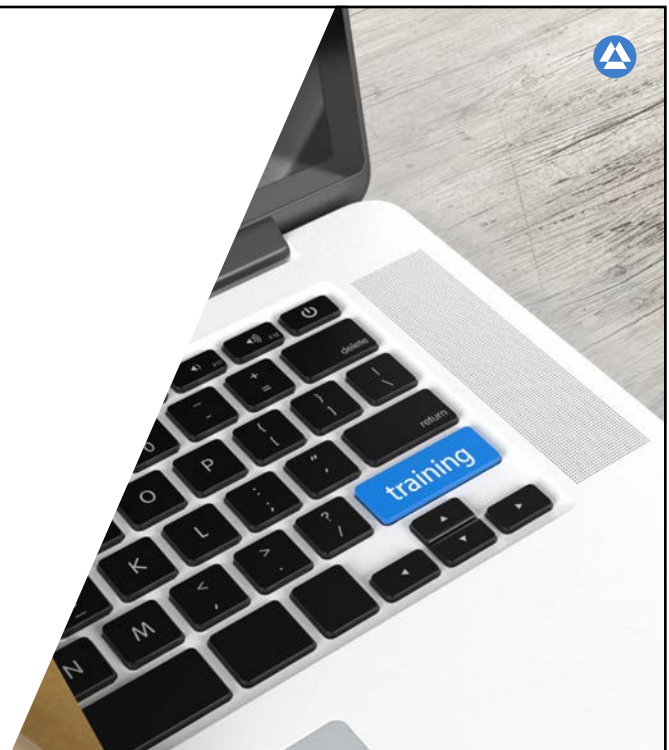


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Training

- Do not be a SPOF
- Work with stakeholders to identify backups for all roles
- Provision access appropriately
 - Review regularly
- Create simple reference guides
- Explore multiple uses of systems
 - Increases ROI
 - Increases familiarity
 - Increases support for \$\$



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Testing

- Testing is training – establish muscle memory
- Crawl, walk, run, fly!
- Switch it up
- Repeat/restart as necessary
- Review and assess results
 - Modify future tests based on learnings
- Incorporate into existing testing



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Metrics and Reporting

- **Publish notification results to all stakeholders**
 - Get in front of them as much as possible
- **Publish metrics by department**
 - Encourage competition
- **Provide specific results to leaders**
 - Identify gaps/problem areas
 - Carrot/stick
- **Provide context and relevance**
 - Industry/peer measurements
 - Call out trends, etc.



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Thank You

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