



## If The Past Repeats Itself, Why Not Learn From It

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## Background and Session Format

### WIIFM

#### Who are the speakers

Research suggests that humor produces psychological and physiological benefits that help people learn

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## Section I - Obtain the Information then Share it

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### Obtain your info:

Learn your Company, Learn your Industry, Learn your Geography

If you see it on the news...research it!

Network - Conferences, workshops, etc.

### Websites:

Definitions - <https://www.drj.com/seoglossary.html>

Professional Practices - <https://drii.org/resources/professionalpractices/EN>

ACP (Local) - <https://acp-international.com/>

RSOE - <http://hisz.rsoe.hu/alertmap/index2.php>

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## Section I - Obtain the Information then Share it

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### Share your info:

Others need your information - your documents/manuals/guides should not be secrets!

Share with your team (and boss)

### What happens when you don't share your information?

3rd party security guard + Fire Dept + NDA + HR generalist  
+ can't evacuate or we lose money

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## Section II – A successful BC Program might start with ‘No’

You’ve gathered all of your information, now what?

Step #1 - executive buy-in

You might hear ‘no’ as you will be more enthusiastic than your audience.

Executive management will judge your program during a crisis

Remember, there are few rules in BC, but lots of guidelines

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## Section II – A successful BC Program might start with ‘No’

Tools make your life easier

The right tool must fit YOUR needs, not vice versa

If you use an app, it needs to be simple and easy for the end users!

Not everyone uses it daily/weekly/monthly/quarterly.

Mass Communication Tools – More valuable than you realize

With all of these plans and strategy, you’re prepared for everything – right?!?

What’s your strategy for adverse work conditions? Lice? Bed bugs? Coworker smells?

Initial DRJ conference...Freak out. Don’t panic!

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## Section III – Before an incident, Practice/Exercise

Having Business Continuity Plan does not ensure success, but it really helps - a LOT!

Notable perspectives on plans:

*"Leaving the game plan is a sign of panic, and panic is not in our game plan." – Chuck Noll*

*"Battle plans are everything...but as soon as the battle is joined, plans were worthless" – Dwight D. Eisenhower upon overseeing D-Day*

*"Everyone has a plan until they get punched in the mouth" – Mike Tyson*

*"A good BCP will help prevent an incident from becoming a crisis." – Steve Rogers*

The best plans are flexible

Plans keep you focused during the chaos

BCP is the playbook, but exercising makes you better prepared.

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## Section III – Before an incident, Practice/Exercise

Are you conducting enough exercises to be prepared or to 'check a box'?

Exercise Audience - Including Executives with middle-management might not be a good idea.

Tabletop exercises do not need to be elaborate or overly detailed.

*After presenting scenario, start with open ended questions*

One of the goals of an exercise – get people to think about 'what if'

Pandemic Exercise – remove people

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## Section IV – After an Incident, Empathy

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Life Safety, Life Safety, Life Safety.

Being calm is contagious.

Your initial response to a disaster sets the tone.

People's Reaction = Biggest unknown in a Disaster

The great paradox: People flee during a disaster and People don't want to leave during a disaster

You may be surprised, but many disasters are BOGO

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## Section IV – After an Incident, Empathy

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Active shooter training have recently started to deal with the aftermath.

Are you prepared to deal with the death of an employee or when multiple people are displaced from their homes?

Involve others – HR, Communication Team, Mktg (Social Media)

A great way to calm someone who is panicking is to give them something to do.

Ice Storm, massive power outages, potential relocation to restoration site

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## Section V – Only accurate information is useful

Inaccurate information is completely useless regardless of how fast it is obtained.

One way communication is NOT communicating

What's your stance for your employees talking to the media or using social media during a crisis?

Media – friend AND foe

Philippine bombing...ISIS to lone gunman

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## In Summary

Obtain the Information then Share it  
Successful programs might start with 'No'  
Before an Incident, Practice/Exercise  
After an Incident, Empathy  
Only accurate information is useful



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## Bonus – 2019-nCoV

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Calculator trick

People Panic – lack of knowledge is a killer

Only use reliable sources (WHO, CDC, DoH, etc.)

CNN reported 56 million in China affected

Twitter and Facebook are NOT reliable sources

Flu should be rebranded

If Government shuts down transportation, your options are limited (W@H?)

As a new virus emerges, where is your focus? Stats or Facts

Don't focus on number infected – this is a psychological loss

If you focus on number, try using the number NOT infected