



Business Continuity
“Why a Business Continuity
Professional?”

By DRI Canada.





The BC Professional

- ◆ Business Continuity Management
 - “A holistic management process that identifies potential impacts that threaten an organization and provides a framework for **building resilience and the capability for an effective response that safeguards the interests of its key stakeholders, reputation, brand and value-creating activities**”.
- ◆ Business Continuity Planning
 - “Process of developing advance arrangements and procedures that enable an organization to respond to an event in such a manner that **critical business functions continue** with planned levels of interruption or essential change.”
- ◆ Source: DRJ Glossary (www.drj.com)

Professional's Business Continuity Methodology

1. Project Initiation and Management
2. Risk Evaluation and Control
3. **Business Impact Analysis**
4. **Developing Business Continuity Strategies**
5. Initial Response and Operations
6. **Developing and Implementing Business Continuity Plans**
7. Awareness and Training Programs
8. **Maintaining and Exercising Business Continuity Plans**
9. Public Relations and Crisis Communication
10. Coordination with Public Authorities



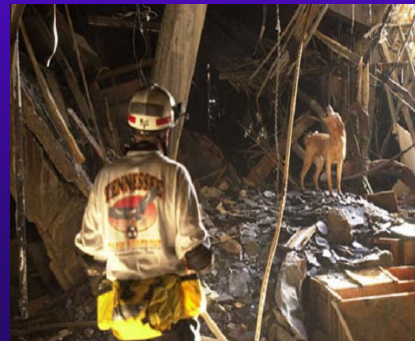


The ER Professional

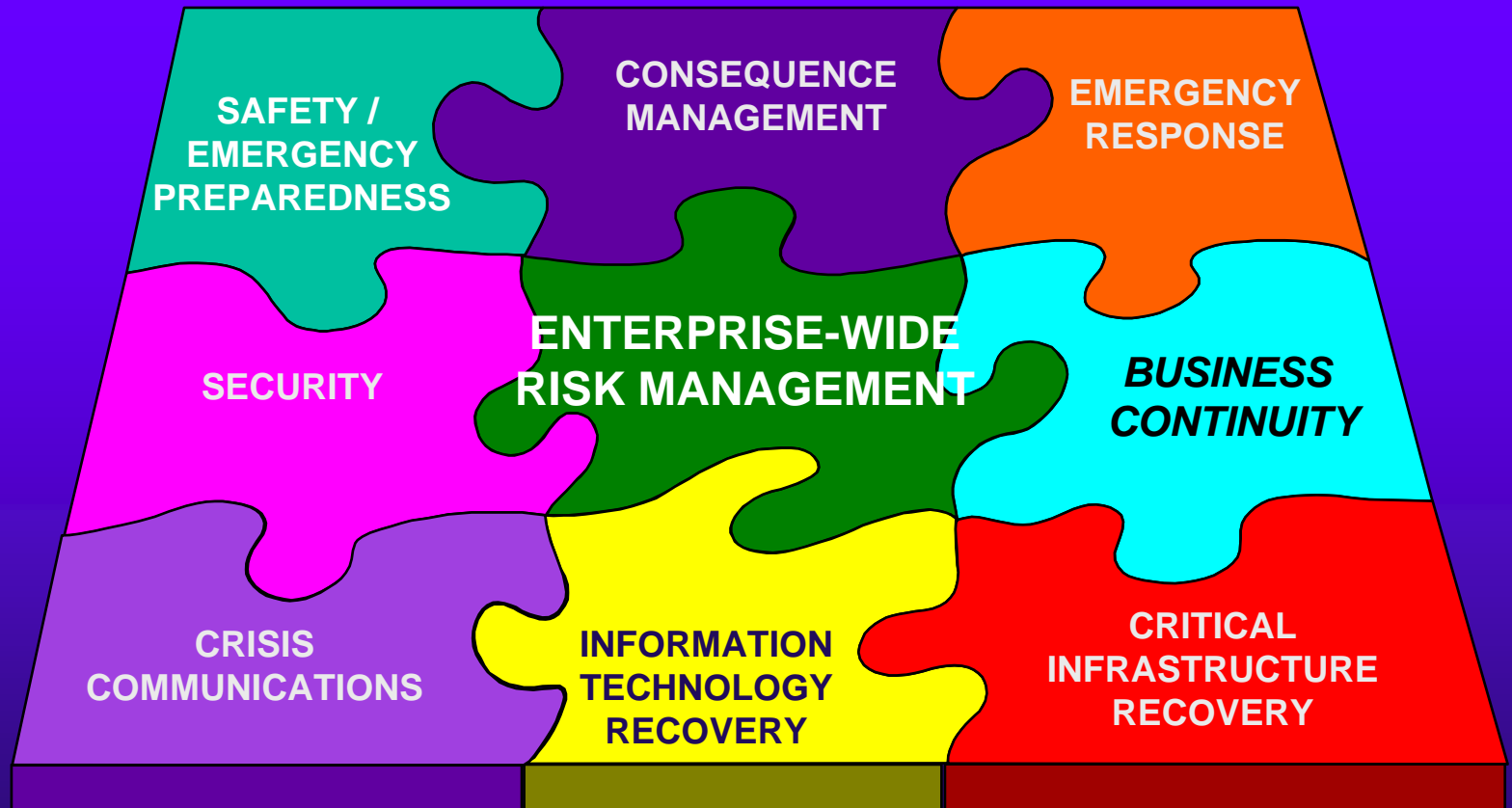
- ◆ **EMERGENCY RESPONSE:** The immediate reaction and response to an emergency situation commonly focusing on **ensuring life safety** and reducing the severity of the incident.
- ◆ **EMERGENCY RESPONSE PLAN:** A documented plan usually addressing the **immediate reaction and response to an emergency situation**
- ◆ **EMERGENCY RESPONSE PROCEDURES:** The initial response to any event and is **focused upon protecting human life and the organization's assets.**

Why do we need it?

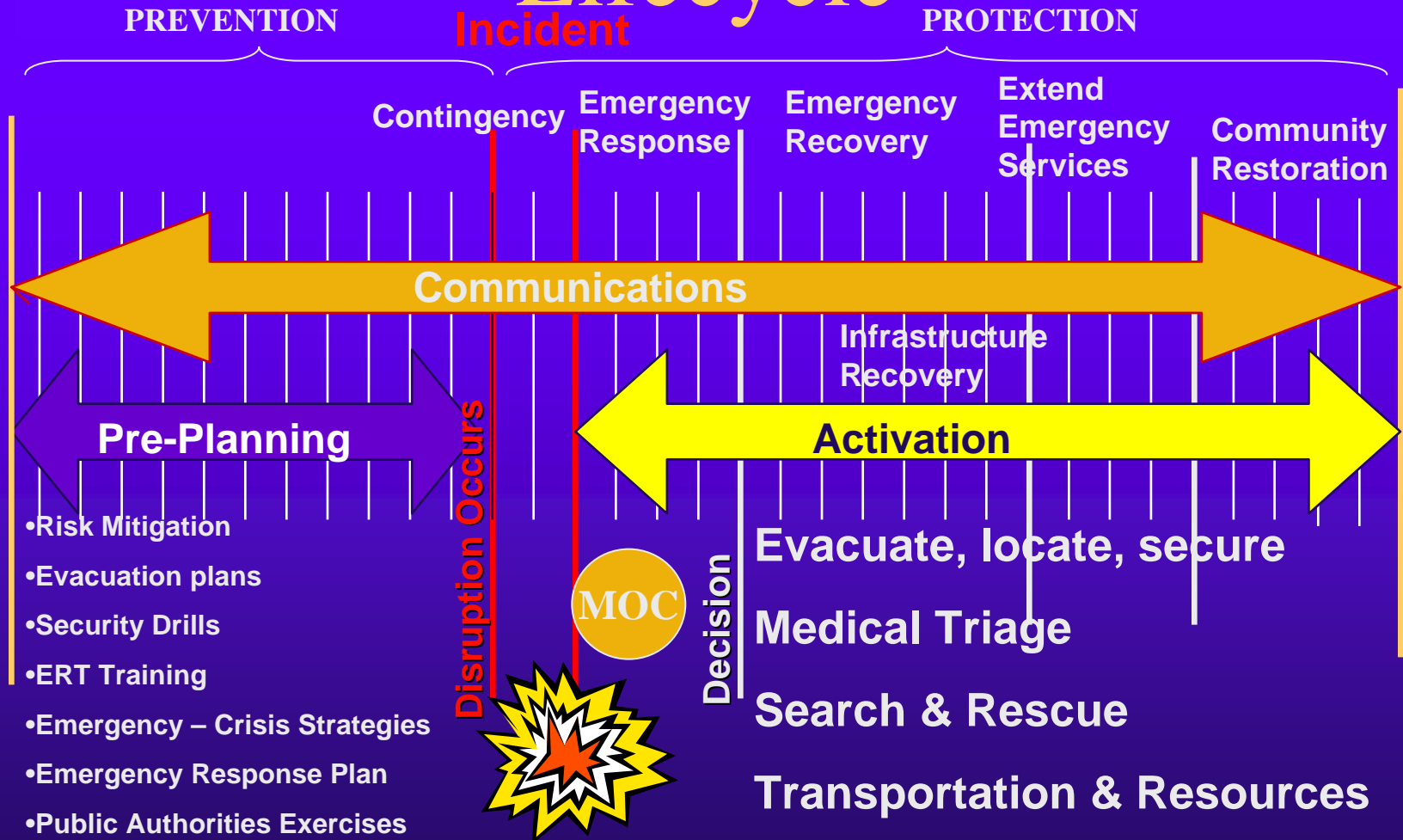
- ◆ Economic well being of Canada
- ◆ Smooth implementation of all Recovery aspects



Where does this fit in?

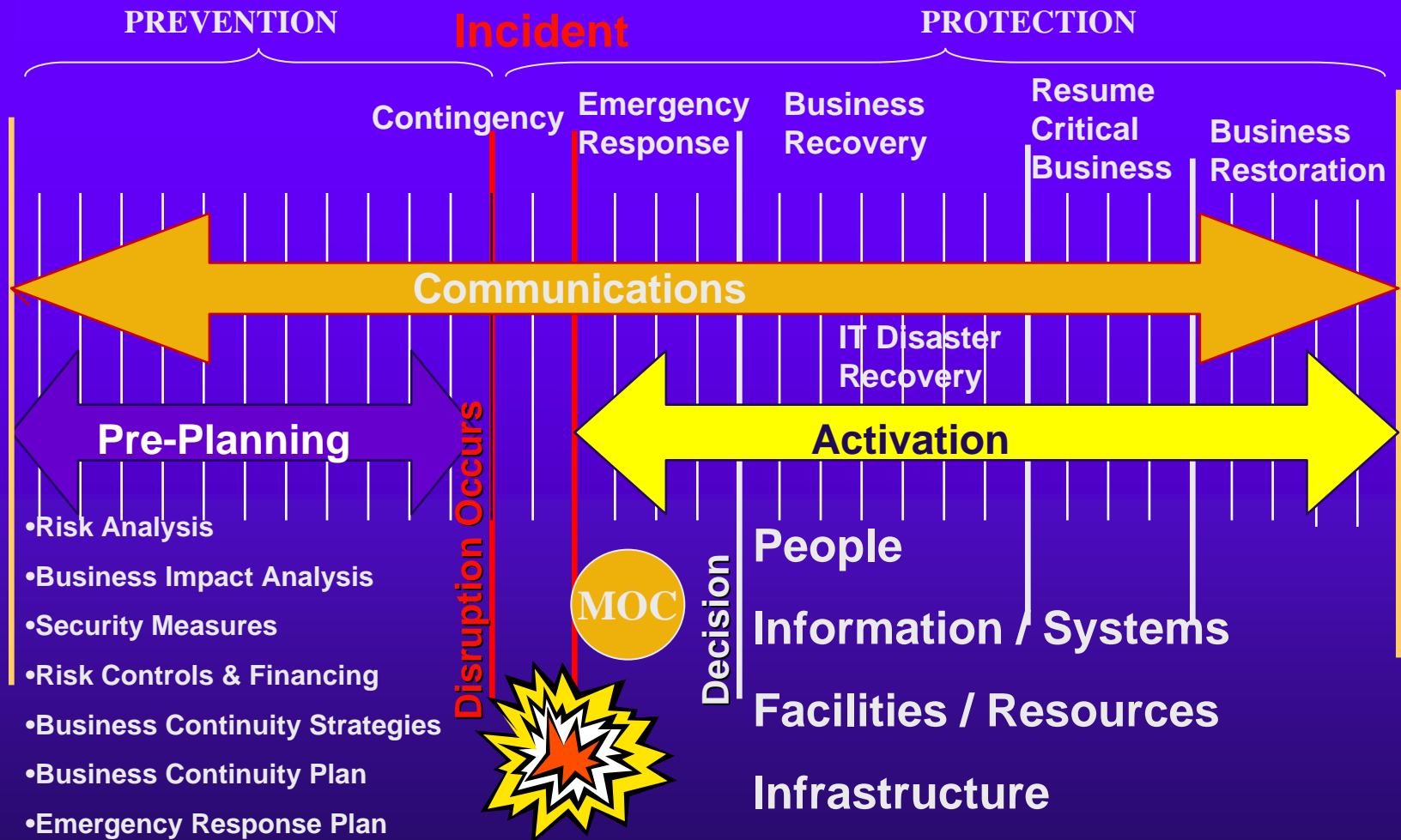


Crisis Response/Emergency Lifecycle





Business Continuity Lifecycle



What Does The Professional Bring?

- ◆ Knowledge
- ◆ Experience
- ◆ Application
- ◆ Best practices
- ◆ Professional Interpersonal Skills

PROVEN



Professional Assistance

- ◆ Executive buy-in and sponsorship
- ◆ Top-down and bottom up
- ◆ Make resources available
- ◆ Project Management - progress reports
- ◆ Milestone Evaluation
- ◆ Putting Priorities Right
- ◆ The Business will own their Plans

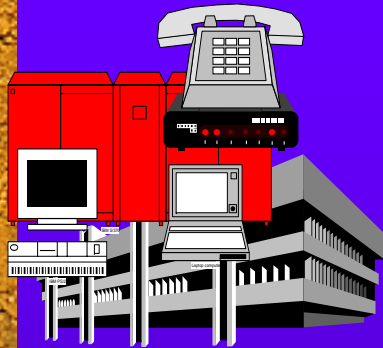


What To Look For?

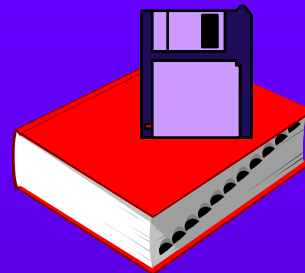
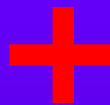
- ◆ DRII Business Continuity Methodology
- ◆ Business Continuity Framework
- ◆ Executive Overview
- ◆ Workshops – knowledge transfer
- ◆ Implementation sessions
- ◆ Exercising the Plan



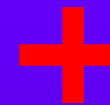
Successful BCM Program



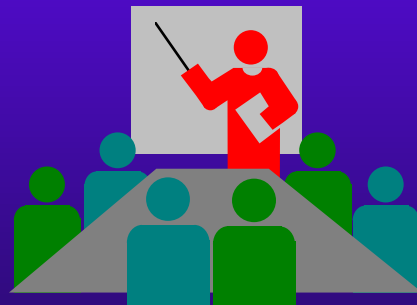
Strategy



Up-to-Date Plan



Trained Personnel



Exercising



Business Continuity!!!



DRI Canada
Thanks you!!!

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