Business resilience, continuity … and Comms

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Slido code:
#CrisisComms

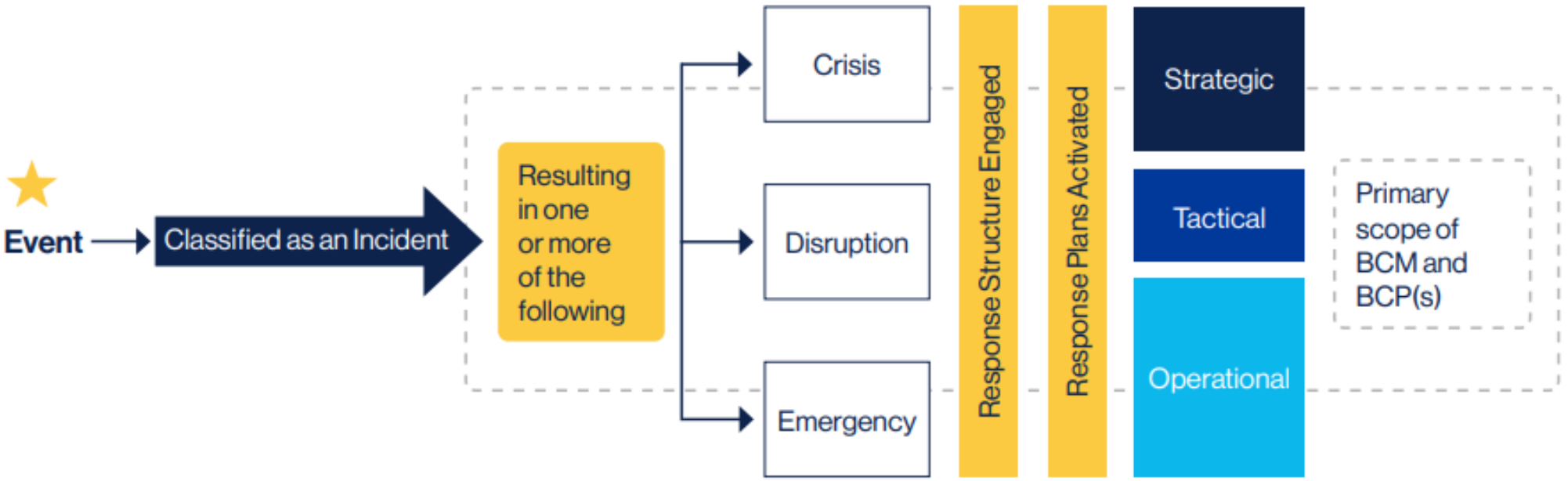
What does business resilience and continuity have to do with us?

And … why am I presenting on it at a Crisis Comms conference?

SLIDO: Describe the nature of your relationship with your Business Resilience/Business Continuity team?

Events, incidents – and what happens next

Don’t just be part of the response - be in the room designing the response



It’s all about relationships (collaboration)

Influencing outcomes (credibility)

The skills we offer (capability)

What should you expect from your BC team?

BC policy and scope

Governance (most senior buy in is critical)

Business impact analysis, and risk assessment

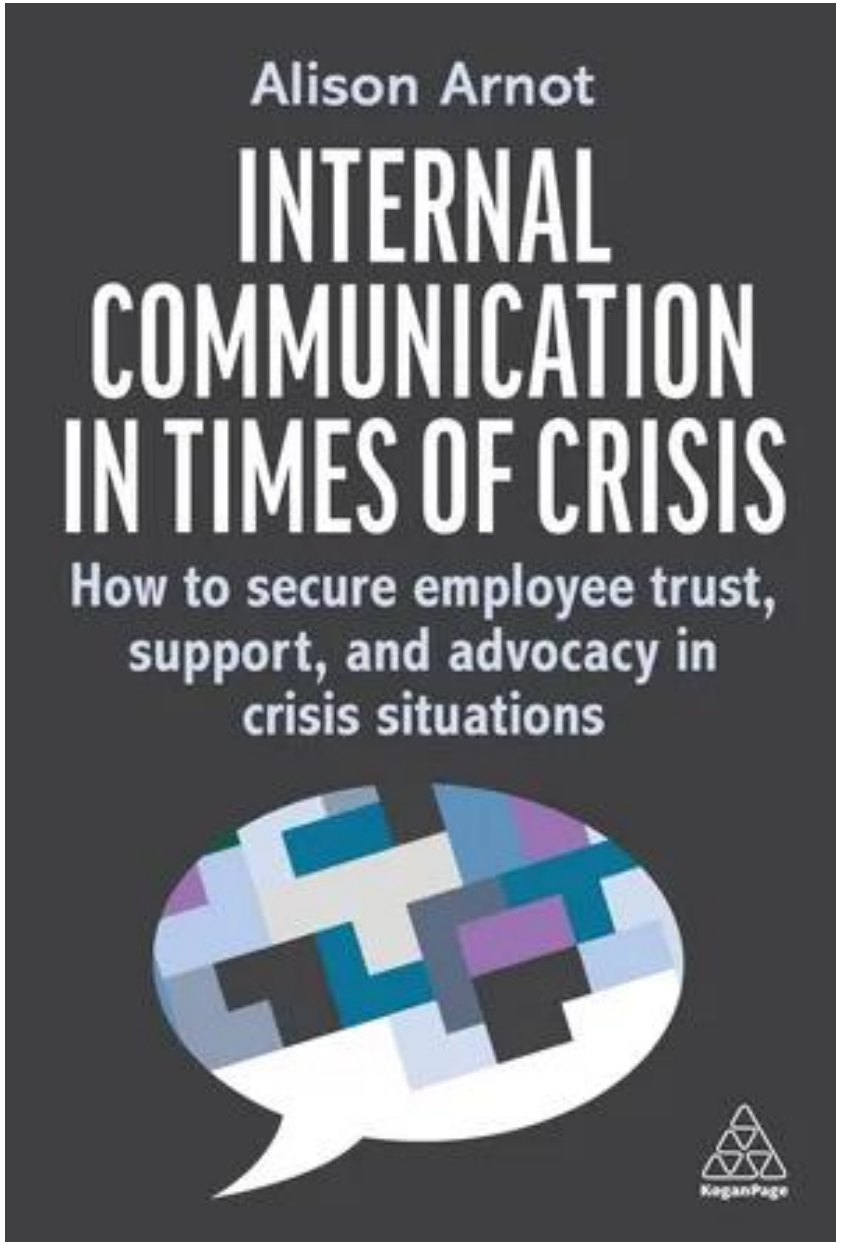
Solution design (resuming business ops and mitigating unacceptable risks and single points of failure)

Design the response structure and plans (including crisis comms)

Process for returning to BAU

Validation (exercise programme, maintaining plans, AQ, post-incident reviews)

What next?

- Relational gap analysis
- Capability assessment
- Speak their lingo: JESIP, Emergency preparedness resilience and response frameworks, BCI
- Scenario planning: Don’t wait for the big exercises. Tap into what your team is worried about now – it all adds up.

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