

Five Essential Components to Your Business Continuity Strategy

Business continuity has traditionally focused on planning failover and mission-critical systems availability. But that's only one part. Organizations must take a holistic approach encompassing both organizational measures and technologies to minimize disruption, maintain security and support uninterrupted productivity. **We recommend an approach that includes:**

TEAM STRUCTURE

Key Focus: Developing a clear decision-making hierarchy

Knowing who is responsible for making decisions is critical—for everyone.

Recommended Action: Plan and test quarterly to ensure plan is up to date and familiar to all



BUSINESS CONTINUITY PLANNING

Key Focus: Identifying potential disruptions that can affect your locations

Across your entire supply chain, determine operations that are most essential, who will perform them, and how work will be redirected.

Recommended Actions:

- Rank the criticality of various business processes and map their dependencies
- Identify recovery strategies and costs around continuing each process



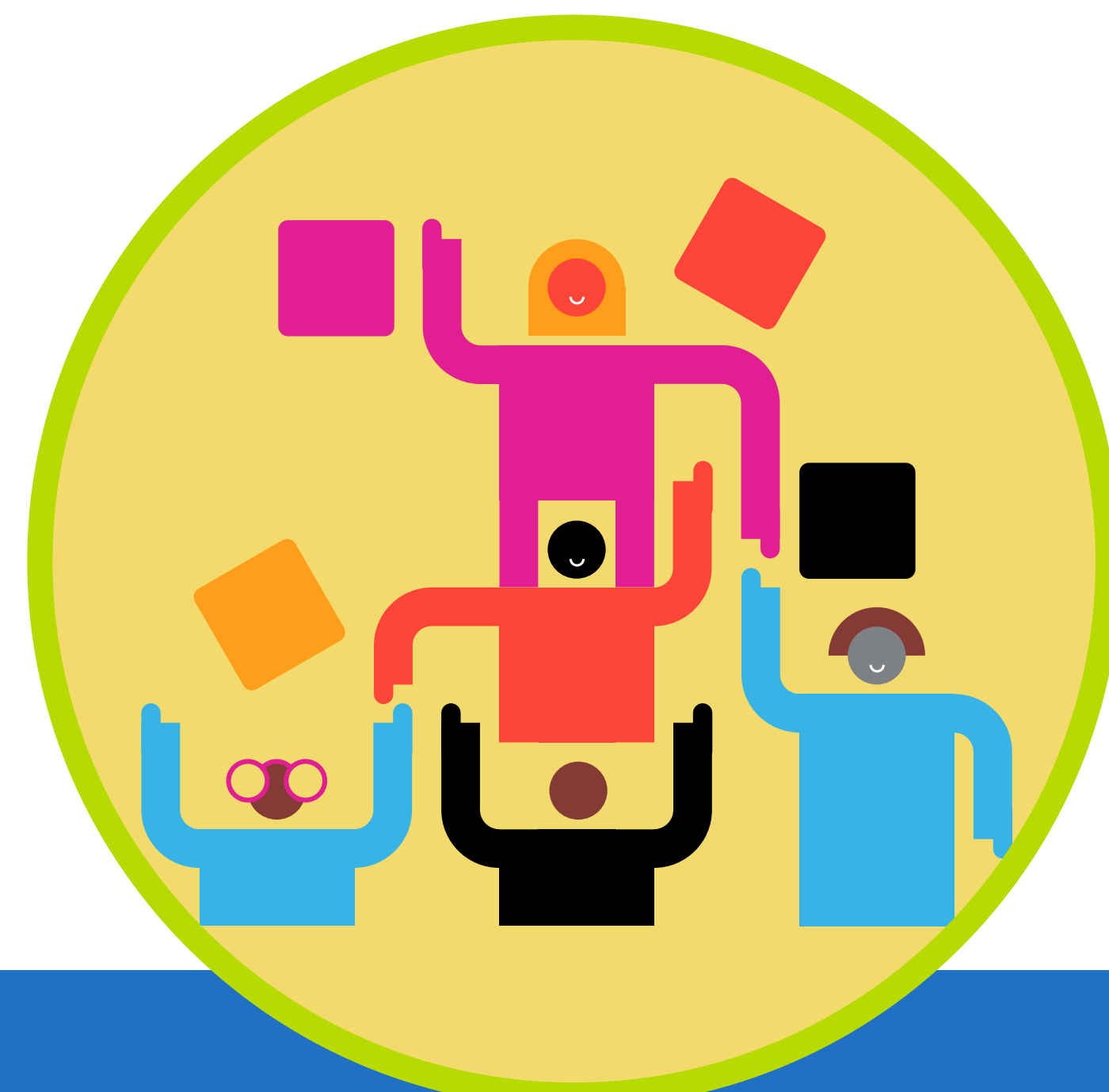
EMPLOYEE SAFETY

Key Focus: Keeping your people safe

Your employees are your most important asset, so any plan you create should prioritize their health and well-being above all else.

Recommended Actions:

- Conduct exercises to help develop and refine procedures that fit your workforce, facilities and locations
- Once in place, include your program in new hire orientation and review regularly with all employees
- During a crisis, monitor peoples' stress levels and make sure they are allowed time to sleep, eat, and relax



CRISIS COMMUNICATIONS

Key Focus: Identifying all stakeholders and recipients for emergency communications

To ensure a smooth response, create a communications plan to ensure clear, consistent information can be conveyed to employees, customers, vendors, suppliers and others.

Recommended Actions:

- Create a communications tool kit for all channels your organization uses to communicate, including phone, email, company website, etc.
- Develop sample emergency messages that are tailored to specific audiences and modes of communication and can be updated quickly during an actual event



PLAN TESTING

Key Focus: Ensuring your plan works and stays relevant over time

Through ongoing testing, you can avoid having to make ad-hoc or improvised decisions in the midst of a crisis.

Recommended Actions:

- **Annually:** Conduct full reviews of all plans and crisis communications testing
- **Quarterly:** Test mission-critical apps for business continuity and recoverability
- **Every 6 months:** Create exercises that "test" the plan and ensure employees are prepared

