

Why plan?

Most acute crises have a number of things in common:

1. Massive time pressure and almost impossible deadlines
2. A whole range of issues and challenges that are totally outside the experience of the organisation and its management.
3. Critical areas where the absence of pre-crisis preparation will severely hamper the recovery effort.
4. The need for action to be taken and public statements made with incomplete or unreliable information, particularly in the early stages.
5. Human factors such as trauma, illness and sleep deprivation.
6. The glare of publicity, with an aggressive media and others looking to point the finger of blame and demands for accountability from the moment the crisis breaks.

Your BCP may need supplementing

Effective crisis preparedness must compensate for these factors and can make the difference between corporate survival & corporate failure. Traditionally, though, business continuity plans (BCPs) generally only provide resilience for the first three of the 6 crisis factors shown above. Typically, they are confined to a narrow range of physical events, such as fires, which are over in a matter of hours; they are drafted for the challenge of recovering from known and foreseeable situations. In contrast, the acute phase of some crises, such as a pandemic, a reputation issue or an extortion attempt could last for many weeks with new issues and challenges arising daily.

The right approach

You need maximum flexibility so that you can quickly and easily adapt to any type of crisis. You should also apply the same degree of effort to training, experience and awareness as you put into creating plans and procedures.

Some crises can be spotted before they break, allowing you to match the effort that you invest in preparing for them with their increasing probability. A pandemic caused by a human mutation of Avian Flu is one such crisis. The key to a proportional response to such crises is the collection and monitoring of the relevant information, coupled with a triggering process to accelerate your efforts at the right time.

How we can help

We will help you to identify the most likely catastrophes whilst making your plans flexible enough to adapt to unforeseen events, or unexpected complications. We achieve this by breaking the planning down into a series of modules that can be used in permutation as called for. If you prefer to develop your plans more slowly, we can help you create individual modules, or to address specific concerns or needs.

How we will work with you

Rather than taking on the entire task ourselves, we assist, support and train your planning teams. Compared with leaving an external consultant to take the task completely from you this achieves:

- Lower cost
- Greater buy-in & understanding
- Far greater effectiveness

Best results are guaranteed when we work directly with your nominated project manager.

Our activities might typically include:

- Workshop facilitation - scenario & critical needs identification and analysis
- Training and coaching
- Providing guidance, manuals & templates
- Use of specialist resources in technical areas
- Troubleshooting
- Plan appraisal and testing
- Stress testing plans & providing invaluable crisis experience by crisis simulation*
- Helping you build resilience to a possible human mutation of avian flu pandemic*
- Media training

The benefits of our approach

DBRC can help you to create flexible crisis preparedness efficiently without being a drag on the business.

Our approach can produce positive benefits even if you are never presented with an acute crisis to manage. As for quality management of business processes, the qualified information and knowledge that you gain through developing your crisis contingency plans will stimulate and enlighten the way you plan and develop your business' progress into the future.