Good afternoon, ladies and gentlemen. Our session today is due to start right at the top of the hour. So we are going to wait five minutes for everybody to log in. If you have any questions, you're more than welcome to submit those using the GoToWebinar control panel. And we encourage you to download the slides. We will be back in touch in about five more minutes to kick things off. Thank you.
Okay. Good afternoon once again ladies and gent men, welcome to today's webinar. My name is Scott Teel with Agility and I'll be serving as your moderator today. First of all, the webinar should last about 30 minutes today including some time at the end for questions. We encourage you to submit your questions at any time today by using the GoToWebinar control panel at the right of your screen. This webinar is being recorded and finally if you would like a copy of the slides from today's session, you can download those by visiting the link you see on the screen now or you can use the handouts tab which is also in the GoToWebinar control panel. If you do choose to visit the link on the screen now, please do pay special attention to the lower case spelling and you must enter the http portion of the link. Now we'll jump right into the content for today's webinar. Each month Agility presents a new topic and quite often we hit these simple questions of where do I start or what's the most important thing we can do. With that in mind, we chose to boil down some of the most effective steps we can share through the webinars. So with that in mind [Away from mic] things, we are going to share those things with Mark Norton, he's our director of continuity planning at
Agility recovery. And he is always working with the membership of Agility to help them become better prepared through both planning and execution of those plans. Mark has been one of the first responders to disasters at our history at Agility and he's got some true one-on-one experience with our members. I'll turn it over to you, Mark.

>> Mark: For those of you who have joined us before, we really appreciate your attention and dedication towards preparedness. This is one of our more popular seminars that we can talk about one thing you can take away from today to help prepare your organization. Preparedness is a simple thing and it doesn't have to be complex and filled with acronyms and confusing terminology. It really is as simple as getting your business prepared to face disruption. With this in mind, we have a couple of categories we'll talk about, power, supply chains, safety, insurance coverages and hopefully as part of this theme in our series you'll find at least one thing to take away. We want to start with what's become a little over the 70% of the recoveries that we do in a given year, power recoveries, power outages. This is interesting because -- probably not an organization that can run without internet access as
well. Biggest mistake that we see. You'll see a lot of examples of this on the slide. From a high level, this is really not knowing your power requirements, not understanding when the lights go out, what are we going to do? What do we need? Where does it get connected if it's a generator? Do we need a generator? Unfortunately, 70% of the audience today is going to have some form of power outage over the next 12 months. That's what statistics tell us. Hopefully it's a couple of -- but some of those outages are going to be long-term, multiple days, maybe even multiple weeks. We get the winter forecasts, icing can be another issue this year. Certainly cause for concern [Away from mic] so the basic premise of this slide, know what your power requirements are and have a strategy in place. We thought up a couple of questions that you can take with you, have a conversation with your landlord, with your electrician, if you own the building, basically things that you can do to really get your building prepared for bringing a generator in, whether that's to power the entire building or portion of the building or run cords in to power technology so people can work remotely. You will find a lot of these at the following hyperlink. This is something that you can do today. You're wasting
too much time at disaster and typically it's almost impossible to -- the one thing that I wanted to really draw from this slide and continue speaking about it through these lessons learned here, if you do not own your building, I don't imagine you own your building, you really have to understand the building's plan, specifically with power. What is going to happen? Can you even occupy it? How long is it going to be shutdown? Is there power backups that you're unfamiliar with that can be existing? Do you have an audience that's willing to invest with you in power resiliency? These are important things to do and conversations to have with the landlords to first and foremost make sure that your plan is synch'd with theirs. See if there's a return on investment by having that conversation. Is there something to gain at being proactive, getting a cost benefit, maybe getting other tenants involved. A lot of the things we do recommend that you do to power do have a cost to them, generally not substantial. But it would be nice to spread that cost out with the landlord or multiple tenants.

>> Mark, we're addressing this power need again. As some of you on the line may recall, our very first webinar was focused on power. And it is so important and such
a common disruption that we thought these two or three slides would give you a boiled down version of how to take action today. Pick up the phone after the webinar, call the electrician, say you want a 30-minute minute with that person, and you'll be on your way to a more effective recovery if a power loss should occur.

>> It's a nice segue into taking a look at the supply chain. We want to remind people of the -- [Away from mic] familiar with and we think about these things, especially if we're in a manufacturing [Away from mic] goods and services, but something more applicable to disasters is the people that we rely on that we may not consider in our supply chain but they absolutely are. Your CPA and your insurance agent, your attorney. Oftentimes disasters happen at the worst time and you can be working through a huge legal case and suddenly your law firm has a disaster and they can't continue providing your case. That's a huge impact to your organization. If you've never thought about taking [Away from mic] around your supply chain and asking questions around your resiliency, you're blind [Away from mic] evoke a single point of failure. When you're thinking about your vendors, I would classify them as your critical vendors and your less critical vendors.
Start with a smaller scope and just focusing now on the critical vendors. These are the ones that enable you to do the most critical function of your organization.

>> Protect your revenue.

>> Absolutely. Revenue, reputation, those kind of Rs are critical service or function is. The type of vendors behind that huge asset loss should do the due diligence. At Agility, I go through that process every week. We have prospective members doing due diligence on us, and rightfully so. We should be asked those types of questions. I expect you to do that within your critical networks as well. And they're pretty simple questions. We are not asking about a ton of stuff. You may not get all the answers, but it's still a really good exercises to go through.

>> And Mark, one thing to point out here, certainly you have vendors like your power company, internet service or cell phone provider, you're not going to be able to call them up and ask questions. So instead of that, when you're looking at your supply chain, how do you build in some risk mitigation with those types of vendors?

>> That's a great question. I have them participate in a test or mock exercises and that way you're including them as part of your overall strategy around recovery.
And that way, maybe for example in the case of a mobile phone provider, have multiple vendors. Don't rely on a single vendor. Because essentially you create a single point of failure. Now, we all know you get the best price by having everyone in the network, but it might be good to diversify a little bit in case one of them fails.

One of the great focuses to have as part of the overall recovery strategy is making sure that your employees are safe. Safety is first. One of the things that I think that is neat that I feel like a lot of people I speak to make the assumption on is thinking that if they do lease or share office space, that somehow it's the property manager's responsibility for employee safety. And that's not true. Obviously, if the property manager has a role to play. The landlord has a company policy, hopefully, in place to help people evacuate and get out safely. But it's absolutely your responsibility to make sure your team of employees and organization knows how to evacuate the building safely. Definitely involve the property manager. However, don't solely rely on them to define your strategy. Make sure you're doing evacuations at your office. It should be at least on an annual basis. Most organizations have a lot of
changes in the year. New hiring going on. Keeping it on an annual basis keeps everyone in know and knows what to do and has a little bit of muscle build up so when smoke's going through the office and it immediately causes a panic, there's some fall back. Some people have experience and make the right decisions when it's the most important time to do so. Always recommend having some type of go kit. We have a great example of different things it should contain. Keep in mind disasters can happen suddenly. Think about the things that you're not going to be able to take off your desk. Leave everything on your desk. Having something like a go kit allows you to have materials that maybe somebody would normally have at your desk but they won't have time to grab in the middle of a crisis. Always have cash, a way to get out of the building safely and all of your data backups. If you're thinking really high level always keep in mind that every employ today probably needs access to power and internet. Maybe there's some tools or assets that you can invest in as an organization for your staff to make sure they have chargers for cell phones, emergency radios, a lot of this is cost effective. It's not a ton of money. A lot of organizations, not every organization these days, times
are tight for a lot of businesses, sometimes they'll give small gifts to their employees at the holidays. Here at Agility, our company was generous enough to give us back up phone batteries to use. That's an idea. Also it could be a ravel give away at the office or some sort of award for performance, just an idea to share resources with employees.

Those of you that have been joining us as part of the series, we did want to take a quick look back at another topic we brought to you this month about preparing your employees. This is just a huge part of preparing your organization, having the conversation with employees and getting ready so often overlooked. Scott and I were at a Red Cross in Charlotte the last week and people had a personal tragedy, business tragedy and they were all intent on telling everybody prepare yourself for disaster both as an employee of an organization, but also as a person, as a family that has assets at home. Make sure you know what to do. They happen so quickly and it's very much too late to know what to do at times of crisis. The only way to be prepared is to do it proactively. A couple of ways to do that. Make sure employees know there's a plan. If you don't have a plan, put together one. It's not that hard to create
resources out there to get started. It starts with a conversation. Get employees in a room, bring them some food or incentive and strictly increasing the conversation what to do if something happens. Jot down responses. That's where plans start. That's a great way to start the conversation and include employee awareness when you're going through that. Don't assume that working from home, the advancement of technology is going to take care of employee preparedness for you. Just because the technology and capability is there to mobilize your workforce and to have everybody on the 24/7 schedule doesn't mean it's productive to do so. There's a lot of things that happen behind the scenes that most of us aren't aware of that require knowledge of something to do. And these types of things definitely have to be trained to be done really effectively. We are not saying the work from home strategy is a bad thing. However, what we're saying is it's a very tempting thing to do in terms of not preparing your work staff because you have the awesome ability to send them home. Definitely practice if this is something you would use at time of crisis. Another really great solution out there that organizations are investing in more and more is to cross train employees. We know from our
experience that there's not one recovery that takes place where 100% of your employees show up. Even if it's an isolated disaster to the building and it hasn't been a community or region-wide issue. Still, the chance of everybody being there is slim to none, you have people that get sick, travel, have vacations, all of these things happen on a daily basis and impact your ability to recovery if you haven't cross-trained with those who are taking vacations or get sick or traveling frequently with the organization. If they don't have a back up with them, that could be problematic for your recovery strategy. Make sure you have checklists available to cross train your staff to bring awareness to people that may have to fill in a little different role in the crisis or disaster. If you're focusing on employees, one thing that can get overlooked that we're encouraging you not to overlook is making sure that employees can get to the recovery site. If you're having some people work from home, think about the ways that employees may have to get there. Maybe you can invest in carpooling. Maybe your recovery strategy should think about the possibilities of mass transit being down if you have 60 or 70% of your employees that rely on that to get to work everyday. Don't make decisions exclusively based off
what you can do from a technological perspective. You have to think about employees, getting them involved, having them get to the central location, which is typically the biggest need organizations have following a crisis, how does that get accomplished. Again, easy way to do this, you don't have to be a rocket scientist, have the conversation. Get employees involved and say hey, our strategy after a fire is to locate at this new facility about two miles away and you will hear that will work or that will not work for me and you'll be able to adapt your strategy accordingly. We know that regional disasters happen, they happen not only to your business in terms of your actual facilities and assets but they happen to your employees and their families. You have to think about getting families prepared. You can start with the people that work for you. Start with all those employees and ask them basic questions. Do they know how critical documents online, do they have their insurance policies available? Oftentimes people don't take pictures of assets that they have at home. If it were to get burned down or have a tornado, that, I understand what to claim on the insurance policy. All of these are good questions to ask and there's a ton of great organizations to point the employees to,
ready.gov, Red Cross, workshops and checklists and kits you can buy and all types of assets to share with employees. Share this information. Maybe have a clinic or fun event you have like a safety fair. We've seen organizations do that over a weekend. Have people come in and handout kits or do resources to use at home. Every recovery is going to cost money, so make sure that you understand, as much as you can, how much a disaster could cost you. That's where the role of insurance comes in. I can't remember, Scott, I was reading a study put on by nationwide or met life, they surveyed 500 small businesses and they set it around preparedness and it was astounding how millions of dollars of damages that weren't claims because they didn't have the right insurance. No excuse for that. You have to understand what your insurance is, talk with your agent, talk with your carrier about specifically disasters and the type of insurance that you should have. Ultimately there's two types of costs in a disaster to be aware of. And this is what you want to have conversations about with insurance agency. One is you're losing revenue every second that your doors are closed, so there's policies that can reimburse you for that lost revenue. A little bit of a process to go and prove how much revenue you
would have made, but definitely a good coverage to look into. The other is you're going to have to get things that you probably don't have laying around the office today to cover your business. You may need a generator, new office space, technology. All of those things have a cost to them. Do you have enough revenue on hand to go out and buy those things? Can you get reimbursed for those purchases that you have to make to save your business? That's what you want to talk to your insurance agent about. There's fantastic policies out there to help you with that.

>> These riders are not the big ticket items in your policy typically. They can be added at a pretty affordable rate when compared to regular coverages.

>> They understand recovery costs are going to be something they're responsible for and I would say 90% of the recoveries we do are covered by insurance because they've had the conversation and it makes it so much easier after your building burns down that you know that you have a policy in place. And then our last point that we wanted to share with you is around testing your recovery strategy. Whatever it is, do some form of test. I would challenge everybody on the webinar to do it before the year is out. You'll see with some of these
suggestions, they're very simplistic, it doesn't take a ton of time, whether you're testing data, we would encourage you to include in your data test is your ability to restore it, not necessarily back it up. Some people test their ability to back up the data and that's kind of taking the easy way out. A lot of back up servers are automated today. However, how do you connect back to it? With more organizations going to the cloud, having a high speed internet connection is really important. Having a place to download that information to is really important. If you're talking about a Superstorm Sandy, where you have 70% of the Tri State without power, you can't access that power. Think about connecting back to that data and restoring it that way. In terms of crisis communication, how do you get ahold of your employees remotely. Think about doing this type of test after hours or over the weekend. A lot of times people do it right in the middle of the office and again, a very easy way to get an easy grade for passing. Try to do it at 9:00 at night, sporting events or out with families, there's a lot of things going on with their personal lives. That's when disasters happen. A lot of people need to be responsive. We encourage you to test your crisis communications plan in a more
challenging time. Make sure your employees know what to do. Again, we talked about a couple of different ways to include employees. Do a tabletop or mock exercise and have employees involved in that. Don't have that exclusively a management meeting. If you've never done a tabletop, start with a management meeting. It's not a pass fail type of thing. You're not grading them. You're just wanting to test what would they do and does that correlate with what you should be doing as part of the plan. You're checking assumptions at that point. That's the overall purpose of including it as part of the test. We talked about vendors and suppliers and their importance in how you do business today and how you do business in a crisis. Make sure you include them as part of your exercises and definitely the ones that are new. Oftentimes people have vendors that they rely on to do recovery that they don't rely on to do their production work. So really important to test those engagements because you don't have a regular cycle of business with these folks. But at time of crisis, they are going to be one of the more important people involved in your recovery. Certainly make sure that you test those types of vendors and suppliers. And then again, going back to the most common recovery that Agility
faces, power outage, make sure coming away from this year that you understand what to do when the lights go off. You understand that the strategies in place, that you have the appropriate conversations and you've actually tested it. And you have not only kind of a theoretical sense of success after you lose power and bring in a generator, but you actually tested it. You have written documentation that says we went through the most likely scenarios and we've tested it and we've achieved success. That will give you a ton of confidence going into the new year. Definitely recommend that. Some additional resources we want to share with you before we open it up for questions. Agility has done a website at prepare my business.org. You'll see a ton of exercises out there. Specifically today, we mentioned crisis communications, there are resources available there. And then a couple of different partners that we really like and recommend that you go out to. Templates and checklists that are available for free do you understand. Ready reading.org by the Red Cross, a really neat organization that helps you gauge where you're at in terms of awareness. It's a scary thing to go and see everything you have. Everybody's got them. That will give you areas of focus as you take a look at
your preparedness plan the rest of this year and 2016. We really appreciate you joining us today. Our challenge that we started out with back in early September and the challenge we started this webinar out with is to take one action from today's session and apply it to your business. Again, a lot of these things are very cost effective, easy to do, we encourage you to get that done and we would love to get it done by end of day today.

>> Today is the national PrepareAthon day. It may be difficult for you in the final hours of today to put something in place. That doesn't mean you're out of luck. You'll find a number of resources you can use. It doesn't have to be today. If you're looking for a place to start by educating your employees or at your church or children's school or a local community organization, even a homeowners association can put some sort of resource out there to consume and take some sort of action. We encourage everyone to do that. Check it out and explore it a little bit. Now we'll go ahead and move along to the questions. The first question that came in, Mark, this person asked our management beliefs that data recovery and a fire evacuation plan are the only thing is we should do. What is the first suggestion
for making a case for leaders like this that we need to do more?

>> Part of this is the personality. I would challenge them on that statement and see if they would agree to do a one or two hour walk through of their existing recovery strategy. Say we believe we have data and fire evacuation plan. Let's test hypothetically if we have a fire in the building, if it's a total loss, what to do. And I think by going through that response, the evidence will be overwhelming, you need access totalogy, different office space, communicate effectively, how is that done, what form of communication do we use? You come up with so many questions and going through and thinking more critically about that versus making that assumption. Other people use data to go and try to convince management. I know numbers translate well with executive management. The problem is I think you get more benefit by making them walk through and come to the conclusion themselves and making it their idea versus scaring them with data. There's a ton of statistics out there about the risks of organizations that don't have a plan and their survival following some sort of disaster. We are not talking exclusively about natural disasters. We are
talking about fire and businesses go out of business if they don't have a comprehensive plan in place. Those are my suggestions. If you can get the meeting, that's my preference. If not, there's a lot of statistics out there about how important it is to have data and [Away from mic]

>> Do not have power in a large area around you, how do you find out the estimated time of recovery from the power company?

>> That's a great question. I don't think there's an answer to that. A lot of people want to know the key secret. So we recommend, since you can't know that information definitively, is understand all the critical functions that you do as an organization, how long can they cease to exist? If you lose power for 12 hours, do you have to get back up and running after the 13th hour or wait another 12 hours? If you can find your RTO, recovery time objective, regardless of how long power is out, we have to get power back here after 48 hours, then you can look at appropriate solutions. Whether it's installing a generator, putting one on a contract, whatever that may be, you can load the appropriate responses. Once those recovery responses are available, then it becomes
a decision making thing. Lights are out, we don't know when restoration is going to be, here are the options and here's when we need to execute on the options.

>> That's a great point, Mark, because a lot of power companies will publicize when they think recovery may happen in certain areas or a telephone number or website to visit to get the estimate, but they're only estimates. And if your recovery time objective that you mentioned a moment ago is a certain hour or time frame, you really can't rely on that. We are talking about the business that you built, the business that you manage, and you simply can't put the control of that in someone else's hands.

>> One of the biggest mistakes we've seen is people relying on third-party information like that to dictate their response. And oftentimes what happens is organizations wait. And then when the estimates are invalid, they've lost however much time they have been waiting for towards the recovery. And that's why it's important to have the objective set and follow through to execute.

>> We had another question that asked a little bit
about how do you get a lot of businesses to respond to programs where they can build their resilience? And I'm going to take that question and paraphrase it some to say what about within your own business? How do you get difference departments to work together? Just like this person asked how do we get different businesses together?

>> Sure. I think fun answer too, bring together people within your organization, have a reason for celebration and a serious note on that: You definitely want to have a motivation for people to come together. And if it's a business, you're looking at departments coming together, it's awesome to have the endorsement of executive management to define a strategy because that backing or support is instrumental in going through and getting each department to engage. But one thing that's important to keep in mind regardless of whether it's a business in the community, everybody will tell you they don't have time or money to do something they are not really interested in. I think there's three things that you can do to motivate people in that scenario. The first is to make a case and talk about the importance of
preparedness. If you know a business owner that almost lost their business, have them speak. At the Red Cross event, we had a person here in Charlotte that had their house burn down and gave the personal testimony. Make sure that the time that you're asking for them to spends is very minimal and you give them a simple thing to do to be better prepared. Like here, we're trying to give you impactful, simple ways.

>> That's a good segue. We have run over time a little bit today. We want to thank everyone for your participation in this, the final episode in our national preparedness webinars. At this time we are going to include the educational part of our broadcast. However, we are going to -- how Agility operates during disasters and what exactly we do. I am going to conclude the webinar today. Reminder, we will send out a link to the recording to all of our registrants tomorrow along with the link to the slides. We will be on the line for a few more minutes to share the Agility story. Mark, I'll turn it back over to you.

>> Thanks so much to everybody in attending today. And