>> Good afternoon, ladies and gentlemen. And welcome to today's webinar presented by the Small Business Administration and Agility Recovery. Today's session 12 steps to preparedness for any organization will begin in about seven more minutes. We're due to start at the top of the hour but did want the welcome those of you who joined us early. Also those of you who require computer assisted real-time captioning, you can find the link on the screen now. You won't be able to copy and paste that link. You will have to type this in manually and please use all lower case letters. We will be back in touch shortly.

>> Good afternoon once again, ladies and gentlemen, and welcome to today's webinar. As a reminder we are due to start at the top of the hour so we have about two more minutes before the rest of our audience arrives. And I did want to mention that those of you who need computer assisted real-time captioning, you can manually type in the web browser the link you see on the screen now. This is only for the portion of our audience which is hearing impaired. And again we'll wait a couple more minutes for the rest of our audience to arrive and we'll get started right on time. Thank you.

>> Good afternoon, labeling. And welcome to today's webinar, 12 steps to preparedness for any organization present bid U.S. Small Business Administration and the Agility Recovery as part of the prepare my business
campaign. My name is Scott Teel with agility and I'll be your presenter today. Before we get started we always cover a couple of housekeeping things. First of all the webinar should last about an hour. We encourage you to submit questions at any time. Due to the very large audience and attendance today if we're unable to answer all of the questions live on the air, we will get back to you. So rest assured we will answer every question. An email will be sent out tomorrow along with the link to download the slide. You can also download the slides by using the link that you see on screen now or you can use the handouts tab which is built in the webinar control panel. As we turn our attention to the topic today, I would like to remind you that the first webinar in a series of three special sessions presented as part of national preparedness Ohio and America's prepare-a-thon. So for access to the other webinars you can visit 2016 Mpn.com today's topic addresses the top 12 steps to prepare your organization for interruptions and we're going to be covering a ton of material. 12 steps is a lot and we're going to be moving fast so there will be a lot of best practices and highlighted tabs that we recommend but also the key takeaways today will be to understand the reality of what business continuity really is and that is ensuring that you can endure any type of business interruption and keep those critical functions in operation. We'll help you do that by walking you through assessing risks and analyzing critical business functions and after knowing these fundamentals you'll be able to justify a comprehensive plan not only just to yourself but also the relationship and leadership of your company. Everything we justed today will be focused on simple steps you can implement. So be sure to download these slides because a lot of this information is going to be covered quickly. Additionally every single one of these 12 steps can be discussed in a lot more detail. So if you feel like we're not going in depth enough on one topic or another, we totally agree but our goal is really introduce the concepts and provide tools and resource to allow further effort in that area. Approximately now, we'll start by covering the reality of risk. Then we'll diver into each of the 12 steps and finish off with our Q&A. So once again please submit those questions at any time. As it relates to the reality of risk we all know that many disasters especially those that have it will most
dramatic effects, the most wide ranging effects can often occur with little to no warning. This is an example of the flooding in Louisiana that has just devastated large portions of that state. But it could be what we just saw in Louisiana or wide ranging ice storms and hurricanes, or it could be something that effects only a small area. Mainly as smalls a single office, something like a burst plumbing pipe or a building fire. Heck, even a telephone outage could mentally affect your business and those tends to happen almost every day.

So therefore without a comprehensive strategy you're left in a situation where you're sales could sumptuous you might not be able to connect with customers or vendors, you can't process orders or transactions or make appointments and eventually your customer base are simply going to turn elsewhere for your services or your products or your solutions so sales and profits and your reputation, even your legal standing regulatory issues could become victims of these events. We all read and hear about the major billion dollar disasters on the news and they tend to fly out there and the put on their raincoats and stand in front of cameras with the wind employing and the obvious fact is that ease types of things are only increasing both in number and severity. However, what I desperately want you to walk away with today on the most simple of realizations that even those those big events make the news and are part of our collective consciousness in reality many more small events are happening every day and costing businesses millions of dollars and they could put you out of business. Agility Recovery is an organization that helps businesses recover and we have about 22,000 customers across the exposes Canada, and of the recoveries that we facilitated in 2015, about 40 percent have little or nothing to do with the weather or natural disasters. And on top of that, regardless of the source of the business interruption, now, it could be weather or something else, power loss is the number one interruption. It will literally stop your business dead in its tracks and if it's more than a couple hours of down time many organization simply don't have the first clue of how to recover power quickly and effect I'll. So what can you do to address both of primary issues that I've just mentioned along with all the other random interruptions that could affect your business is this approximately well, the most logical approach is to drop a real executable strategy for business continuity. And
This is where my personal opinion differs from a lot of people, simply writing occupy a plan and checking that box you know business plan or with the regulator does not help you recover. It must be executable. This list that you see here comprises the 12 steps that we believe will best position your organization to endure any disaster with minimal impact and potential loss of revenue, the customers or even your whole business fortunate so these steps are based on our observations over the past 27 years of rescuing businesses through both large and small events and almost every vertical that operates in the U.S. and Canada. So let's get started. No matter what you do, you have to start with a team. And that team must have common goals and they must represent all areas of the company and have defined roles. So to start with when you begin assembling your team make sure of a framework to build from that includes a common set of goals and also ensure that your team although they may be representing different departments and different titles and different levels of seniority they must understand they must be open to discussion on all points to ensure that the entire operational efficiency of your organization is protected. Therefore, no room for egos here. Check those at the door. Also make sure your team has a well developed business case for the plan. That will allow you to properly allocate and request resources. And don't neglect any one area of the company. Now, when building the team, using those representatives be prepared for very strong differing opinions and priorities and ensure that you as the leader or the lead you are you put in place has the where withdrawal to monitor those in a productive manner. Also this is a great time to start encouraging cross training employees from other disciplines. This is so if you need additional help in one area or another you can start the move people around and they know at least at a basic level what they're doing. Finally when assigning program tasks, part of your plan system obviously makes to assign responsibilities that fate particular job profile so say your marketing people might be in charge of communication or something like that. But also look into the personal attributes of the people on your team. So for example I'm the VP of marketing here but I'm also the trained Red Cross volunteer so my skill set's a little different. So finally, when building a team many people ask who do I are I need on that team? Here's your list. This is pretty straightforward but a few
highlights to note is that some of these roles like security or technology may actually be made up of third party people that are outside your organization. So beware that some of those functions may be third party providers that are outside of your actual employee staff. Now, as you round out a team of individuals you'll want the start creating subcommittees or smaller groups with the responsibilities around primary functions of the team. You can see a suggested list of those subcommittees here including the big important one that we'll talk about later which is testing. A lot of people overlook that. We'll talk about why that's such a critical element towards the end of today's session but to sum up this first step of creating a solid crisis team, please remember that no matter what type of entity you work with, what industry you work in, even size of complexity of your company, no one plan is a perfect fit for all organizations so be wary of templated plans. Whatever your goals are they should align closely with the existing mission and culture of your company because if there's ever a debate on how to prioritize something or how to allocate resources appropriately you can always refer back to these fundamental company characteristics. Now, second on our list today assessing risk to your organization by identifying and prioritizing them so you can address each one appropriately. So how do we go about doing.

>> well, here's a short list and the reality is we can spend all day talking about different what if scenarios and what we've listed here tend to be the most likely events that we see but there's still only a very small collection of what could potential affect your company. Therefore, instead of looking at hundreds and hundreds or dozens and dozens of different types of events we can look to a few key sources of information to help you identify and prioritize those risks. So here's the way you do that. On this slide we've listed different methods for prioritizing risk. Much of this involves literally just sitting in a room with stakeholders but also turning to sources of historical data and industry information and also we always like to mention pay special attention to the last one of on this list, contractors, suppliers and vendors. The reason is you have far less control over their internal plans for recovering their business so you must have knowledge of the types of things that they're worried about, please they're planning for because that way
it will help you develop your own contingency plans for any situation where they are offline and unable to serve your company and therefore could have a huge impact on your own critical functions. Finally once you've identified all these top risks and you've laid them out and you can start to look at the most likely and most impactful and then address each one with a simple quantifiable assessment tool like the one you see here now. This looks a little complex and crazy but the fact is you can download this will tool by downloading the slides and assess using kind of a scoring profile both the likely hood and severity of impact and use those numbers for each threat and as a metric by which you can assign a value, and therefore you can use a more strategic predictable method to allocate things like money and time and effort to either mitigating the risks and mitigating that threat or actually recovering from it after the fact. Step three on our list, now that we know the threats you face, you want to understand how they will impact the most important processes or functions in your business so you can then start to inverses in protecting those. I don't necessarily mean invest in terms of buying stuff and spending money. Really what I mean is investing time and effort, internal resource, even mental effort in addition to capital in some cases but in this step you want to find those functions and identify those that are critical your organization, then conduct what's called a BIA, a business impacts analysis. And that will help you understand their impact on the overall viability of your organization should those processes billion impacted.

Now, how do we determine ha a critical business function is? Well, as you can see here in in extremely simple, almost elementary approach, those functions are typically those that occur on an almost daily basis. They're the most sensitive to down time. They fulfill some sort of critical obligation that allows for cash flow or satisfying things likes regulatory or legal or financial obligations. They will also play a role in determining how the outside world views your organization, as we know your reputation is incredibly valuable, you have to protect that. And finally these functions may be a process that protects or ensures the viability of something that's irreplaceable. Could be a physical asset, could be human life and safety. Or just something like your industry reputation that would take you who knows, months or years to build back. So now that you have that list of functions and again I know we're
moving fast here but this is you know, 12 different steps so I certainly encourage you to download these things. Grew pick this slide out you can almost do a quick simple BIA. And step by step you'll unless we walk you through each function and detail. You identify critical staff, interdependencies, tools all these things used to complete the function or task. Then you make estimations about the amount of time you can go without that function such that it wouldn't cause your business to shut down forever or face massive loss and. And then you use both a qualitative and quantitatively method to assess the impact. Some functions may have a zero to seconds to minutes of acceptable down time. Think about a bank. They can't have down time if people are trying to withdraw or transfer money and those kind of things. But then other elements of your operations could be down for days or even weeks before they're recovered. So it's important to prioritize those critical business functions so that you can allocate resources internally appropriately. Now, moving on to step four punishing we're ready to actually begin outlining crisis management plans. Now, these can both protect and mitigate as well as define the recovery procedures. Some of your emergency and crisis management plans may involve ways to protect equipment or protect processes versus actually responding to the crisis fortunate so we'll first cover how to develop each strategy and then we'll talk about some specific strategies that almost all organizations need to have in place. Throughout the process of vetting and developing these strategies you'll have to consistently address these important elements that we put on this slide. First of all whose responsible for the activity in the recovery process and who is their backup? Are they trained? Have they be tested on the process and how will certain procedures change during recovery status? For example you might have altered hours like shorter hours because of reduced staffing or you might have different levels of services offered. Things like that. Also walking through different recovery procedures side by side will allow you the find out interdependencies and therefore you'll better be able to understand the logistics during the recovery ID. For example you may have a great day of backup provider and you've been testing restoring your data to servers on side and all that's going really well, but there are a lot of assumptions built into that plan. For example, you
always had access to power, you always had access to a stable Internet connection and you had people on-site handling the process and technology hardware assets that were there during that test that was functional. So you can see where if the right person wasn't there, the power to go out, the Internet was interrupted or the hardware failed any one of those elements inevitably cause a domino effect. Now required resources is the next area that you really can't skimp on. You have to spend time to think all that you would need to facilitate your plan: can Auguster power outage it may call for a 300-kilowatt generator. Great. So you have that, but have you considered security for that generator and how will the physical cabling run from your generator to your electrical panel? These are all questions you're going to need to know at the time of disaster and you don't want to have delays when it comes down to minutes and hours that you're down and costing you money. Finally, what's the process for actually enacting a disaster emergency? Is there a formal process and who in your organization has official capability to make a decision? Because as we all know recoveries can be very costly and you must have a formal process in place including timeframes and things like critical decision point. You have to really line item those things out and identify those in order to have your plan be executable at the time of disaster and also it's that decision maker isn't there as long as the decision points are written down, you can have someone step into their place easily. Now here are few of the most important high level procedural strategies you should put in place. First of all, how to initiate a recovery. Also, who will conduct the damage assessment and how. This provide you with the situational awareness of what you actually need, when you need it, how you need it. Those kind of things. And then the plan for resuming the most basic of services and this is where I feel like a lot of plans tend to get so down into the nitty-gritty details, they forget things like officer spacious power, Internet and phone access, data access, ...S. Next ensure that you can communicate with all the different audiences that were necessary. We're going to talk about communications in just a minute so I'll leave that be but finally consider where you would go in a worst case scenario. What happens if you lose your entire 50. How would you recover and where? Approximately now, just to
help a few of those who feel like we've been moving kind of fast and is this step is a big one, why aren't we going into more detail. I get it. This is one of the few links we can provide where you can download actual checklists. You'll need to download the slides in order the click on the links, and we recommend you do so but also these can be found at prepare my business.org which is the site where we host this entire program. So grew download these slides, these are only four or five of the checklist out of a dozen or so that are available for helping to develop that emergency management plan. All right. Step five. We always like to see separate evacuation and shelter in place plans as kind of a stand alone step. Because although everybody on the phone here today has probably run evacuation fire drills since grade school more and more professional organizations are ignoring these two elements of a plan, especially if you're in a downtown urban environment you're probably not practicing these things on a regular basis. So let's dive into these just a little bit and here's a laundry list of the basic elements that everybody plan should include fortunate this is pretty straightforward stuff and there should be a common approach no matter where or when the plan is put into place but you'll also want both separate evacuation and shelter in place plans contact information nor everybody who has a leadership role and documented procedures for shutting down critical operations or things like providing medical assistance, and most importantly helping those who have specialty needs during a crisis of the those what are handicapped or sight or hearing impaired as well as guesses who might not be familiar with your building and the exact protocols but they need to still find the right safe place to go. So when you begin developing an evacuation plan, there's some foundational elements that have been included. We listed a few here. So for example have a defined chain of commands. Make sure to note any specific people already who are actually involved in orchestrating an evacuation. Also as you might already assume you must include both primary and secondary routes and invest in detailed maps. These are really critical to helping those visitors or those guests that that I spoke about earlier. It also helps those where English might not be their first language. We also talk about setting up a gathering area at a safe distance from the building. That way you can ensure that all employees or at least everyone from a given
Department will always congregate at the same location and you can perform a roster call to ensure that everybody is out of the building. Having those employee lists now that I mention it. Post those in a place where you can grab them and go because they're going to need to know where that is so make sure you have those in a place and everyone is updated on that list. We recognize that not everybody on the line today works in a standard class A office space. In a situation where there's a semi-black eye lines you need to make sure those critical systems and processes are shut down during an evacuation scenario. However, and this is a big disclaimer, those policies and the people that are until charge with that responsibility should undergo rigorous and comprehensive training on how to safely shut down these operations and how to determine when to simply drop what you're doing and go because there's no building, no machinery, no asset, no system that is more valuable than human life. So make sure your people are trained to properly handle these situations because we always have to keep life safety as the number one goal. So first of all you have to talk about the situations that would dictate such an order and this time around since we're talking about situation where everybody has to take shelter for a potentially unknown amount of time, you're going to want to have some emergency supplies on hands and you're going to want to have those in the election that you already have determined as your shelter area. A few of those are listed here brachials plan to keep your workplace disaster kit in that area and you'll want an interior room with the fewest ventilation components as possible. Make sure that room can suitably hold the number of all people that are in your building. And also your emergency supplies that we just mentioned. And finally, take into account that cell phones may be completely useless during a crisis. It could be that the network's overloaded or the infrastructure is damaged, something like that. So you want to also have some means of communication in the shelter area, perhaps an intercom system or landline. Those are preferred because the possible interruption or the burden on cellular networks. Now your crisis communication strategy is a big one and that's why it's kind of right here in the middle of this slide presentation at number six. It's essential to nearly every process punishment procedure, planned element, prong you name it. It's essential to
having a successful recovery, but you have to address a few key concerns. Like the diverse audiences you have to consider, how you’re communicating online how you’re communicating to external versus internal audiences, so let’s take a look at that. The overall plan must incorporate strategies for all those who interact with your company. Think about ownership, customers, regulators, local government, even competitors or the media, for example. Razz you’re crafting your plan for messaging and how you’re going to share information you’re going to need to ensure that you have multiple redundant methods to share that information. Some of the first elements to fail during most disasters are power and communications. We all know that. So even if those commute occasion lines are un. Ad your power and phone lines could be down. So think about that. Have those redundant methods, prerecorded messages, things like that. Never forget also your vendors and partners and suppliers are going to need to know critical information about your situation in order to maintain what they’re doing for you. So they should have a dedicated channel of information flow. If you have an information manager, perhaps that person takes on that relevant the media also deserves its own strategy and plan and we’ll talk about that in just a second. And find just a remind tore consider the best method and the best information to share with each individual audience. We listed a few here. You wouldn’t treat a competitor like a customer so obviously the information sharing the methods you use, those can all be drastically different for the different audiences that you’re speaking to. Usually the first point of contact during a disaster is your website. So therefore, do you have remote access to your site in order to make on the fly updates? Also is your website hosted off-site on multiple redundant servers? And after a disaster, say for example you’re anticipating a large volume of traffic to your website or spikes at serpentines can your website actually handle that traffic flow without crashing? Have you tested that? You should also post real-time updates on your website and on social media if possible because you can do so really simply and easily without having to log in and update your web side of the. now, by doing this you can direct customers toll for example alternate stores or different offices that are in the general area. But you can also provide emergency contact information and most importantly, you can allow for
whatever information that you post on these social media accounts to be reposted or reshared, retweeted and therefore transfer to a much larger audience by your existing followers.

Finally, we suggest posting updates as often as possible and also date and time stamping those updates. Remember to provide details as to when further updates will be available and that way people know that you're consistently going to communicate. Now, when it comes to communicating with any external audience you definitely want to have a professional trained team in place to do so. Now, in your organization this may be the head of the organization, the president or the CEO but you also want to have a backup. Think about putting into place an official spokesperson and make a list of a prioritization list of those people who are authorized to speak to media that way employees will know who to turn to if they are contacted by the immediate Y. In most cases it's best to be as tracks parent as possible almost to the extent of Oregon communicating. In some cases you may not necessarily have new information to share but if you haven't taken a regular cadence with the media they will start to understand you're available and organizes and that will help on any reporting about your entity in the media. So go ahead and set up briefings in advance or advise people as to when you'll have new information or new statements to release and stick to that schedule no matter what. Moving on to the step seven. As we discussed before, having those key supplies on hands is really important and we'll start by addressing saved elements of these emergency supplies kits. Things like keeping people safe and healthy but what do you need glue kit your go bag to ensure that critical processes in your business continue. Especially if you're forced to relocate your operations off-site in a hurry. So here's a laundry list of supplies having to do with first aid. You've probably seen a lot of these. The key here is that your kit remains with your business disaster kit and if not in a place like the break room where people use it on a daily basis for things like paper couples and headaches. You want to have a fully contained first aid kit with these items in your kit so you have it in a place you can easily take it. Moving along we get to the more traditional emergency splice. Food and water is obvious but what if you have hundreds of employees? How can you afford to have a bunch of food sitting around that goes to waste? The fact remains in any
Good preparedness planes supplies are going to be critical. There are products that you can purchase that have an extremely long shelf lifetime they're not going to take up a lot of space so still having a small quantity of food for critical staff is definitely something to consider. Water is going to be an important one and that's one that's presents a little complexity in terms of storage but it's the most likely to be used so consider how you're going to store this, distribute it, rotate it, transport it, before you make any firm decisions. Now, the last few things on this list are basic that you probably heard of over and over again so I won't go into a lot of detail but a big lantern, it's really hard to accomplish anything in the dark with a traditional flashlight. So have a combination of both flashlights and lanterns that help us accomplish TV accomplish tasks in large areas. Now that we've talked about how to keep employees healthy and safe, let's talk about why the business. After regional events, cash is king. So have a little cash on hands for those impromptu purchases right after a disaster. It's also a good idea to have some paper checks on hand. Chances are during a major regional event power and communication are going to be the first to go which means that credit cards become useless pieces of plastic. So you're going to need to have cash on hands: also have important documents like your emergency plans your stationary and letterhead. Contact lists are an important part. And also any important important log in and password credentials you need. Basic tools and cleaning supplies are a no brainer but having liming keys is a huge deal when you're forced to recover in a different loans on new hardware, new equipment. New IT equipment. Now, you can see a couple of nice to have here to too late these may not be realistic but they're useful if you can afford them. So consider things like a sat phone can nine TV communications are critical. My bet is that most of the people online today have some sort of strategy in place to protect your data in critical operations and that's fantastic, that's one of foundational elements of a good plan. But this is an area that's involving and changing. And the threats that are posed to your assets may surprise you. Therefore as you're building out your overall strategy this is a really good time to ensure that you're effectively protecting from threats that are both accidental and maybe even internal in nature as well as those that are intentional. You
should also have a strategy for responding to these incidents, because as we've all heard it's certain to occur at some time or of the so most of you probably have a data backup solution in place. Hopefully it's off-site. Hopefully it has multiple redundancies but you should be backing up your data daily if you're not already doing it in real-time and you should be regularly testing recovery of that data and the applications into a virtual environment separate from the actual production environment if at all possible. This can require a little bit of time and gun, but there's really no better way to understand key things like how much time it takes to recover and how bandwidth it requires to actually recover, and you can test your third party solution or provider that you're working. We saw this a ton during hurricane sandy. Quite a few third party out sourced IT solution providers, people like that. They were completely overloaded with requests from their customers who all needed their help at exactly the same time. So go ahead and look at details of your service level agreement or SLA with any of the third party providers you have and ensure they're going to be able the scale ability, and make sure also that you have a communication protocol in place with those folks. You want to make sure that you know that you can reach them and have multiple redundant methods of reaching them at times of need. Now, many submitter experts will tell you it's not a question of if but when an incident will occur therefore you need the walk through what your responses will be. And any response to an incident like this regardless of the type or size of the company typically falls into these five phases. So preparation. This is establishing policies and procedures and agreements that cover how you're going to respond to the incidents and how your management is going to respond to these incidents from a PR perspective before you need it. So go ahead and put that preparation into place. And then detection and report. This is the monitoring and correlation of security events to detect, alert and report on the potential incidents that are ongoing at the time. That's key in order to be able to have a proper and effective response protocol. Third on the list in terms of phases is the triage and analysis phase. This is an examination of data that you do have access to, like logs and events logs to confirm whether the actual activity that you've identified is indeed actually some sort of security incident or some
sort of data loss incident. And then you transition over to containment neutralization. This is your strategy that's based on all the intelligence gathered throughout triage and analysis phase and you start the coordinate notification of everybody involved, all the different entities that are affected and you start to share details on how to effectively neutralize the threat and contain the damage control. And then finally, post incident activity. This is possibly the most critical step that will help you improve in the future. It's not only the experience but actually documenting and disseminating some sort of incident report that helps keep everyone accountable for improvements that you've identified and also identify all those lessons learned. Both successful and unsuccessful assists that were taken during the response phase. Now, I'm sure many you've would agree that your employees are among the most valuable assets in your organization. If not the most valuable. But what are we doing to help keep them safe in what are we helping them to prepare their homes and families for disaster if you aren't doing anything right now, that could be a major weak link in the chain for recovery because if they're unwilling or unable to report to work then no matter how data a plan you have you can't even facilitate it, right? So therefore we're going to look at three elements on this step number nine here too help employees prepare their families at home, assist them with transportation issues which is usually the most likely description that will prevent them from reporting to work and finally issues with a work from home strategy. How to effectively implement that strategy. First, do your employees have any sort of plan at home. The statistics tell us otherwise. So about 20 percent of families have actually developed and practiced a home fire escape plan. And 80 percent of families out there don't realize that home fires are the single most common disaster for families. So therefore use any of the free resources you see on the right side of the screen here to print out or distributed checklists. They have free planning tools. You can offer all kinds of resources to your employees to help them create their own family plan. You can also offer small incentives or create little workshops at the office. You can distribute free disaster kits. If you take a leadership role on this step you'll be pleasantly surprised by how many employees you see actually take action. Make it fun. Set an example as a
leader in your organization and doing so you may even end up saving someone's life. This is one of the easiest takeaways from today's session. Perhaps also one of the most impactful when it comes to savoring lives. Help your employees help themselves. Transportation issues the next here on the list is almost always a concern after a regional event but even more so in dense urban areas where many organizations have the bulk of their employees, so if your plan you should identify what you can do to facilitate helping employees during events like this when public transportation could be shut down or there are fuel shortages. Some of you may remember after hurricane sandy there wasn't fuel for miles in every direction. Also people may have their cars completely destroyed or damaged. We're seeing a lot of that will in Louisiana right now after the flooding there. So you can potentially help those employees with setting up carpooling groups. Under the influence you can provide fuel for employees from on-site storage. Now, not every office can do that but if you operate in patience you can that's a wonderful way to help employees during those difficult times. And in some cases even for mission critical staff you can provide nearby lodging at a hotel that maybe is within walking distance or you can set up cots in sleeping in the office based on how urgent or critical the need is to have actual team members on-site there. Finally. Almost all organizations have some capability to allow employees to work from home using virtual desktops and other remote workstation tools but this slide is a simple reminder of the pitfalls that could face you if this is your only strategy. Having a work from home plan is great but it can't be your only fallback. Things like child care issues, inadequate connectivity or any sort of working environment that causes distractions and may believe more serious things lie allowing those employees to operate outside a secure environment. Therefore the key is to make sure working from home if that is a part of your plan is a tested and verified approach and it isn't your only strategy. This is a temporary solution at best, people. So please have a backup location to work from as part of your plan. We'll talk about that in a minute but don't let work from home be your only strategy. For those of you who have participated in our national preparedness webinars in the past you may remember we had ten steps last year. Well this year we're sharing 12 steps because we've added power
as a primary stem in and of itself simply because of the fact that about 60 percent of all business interruptions involve or are cause bid a power loss. So this is probably our number one element today we recommend as hang immediate take aware and speaking of our number one lesson learned is being aware of your power requirements ahead of time. I talk about this will stuff until I'm blue in the face which I'm getting to that point right now but this I cannot stress enough is probably one thing that will that will save it will most time and money in your recovery should you lose powerful no how long ahead of time you can be without power before critical issue arise. And assemble a strategy for restoring power by working backwards from that time frame. Also please don't put the help and viability of your entire organization on the line by relying on information from utility companies. These are incredibly hard working people, I get it but they're often taxed beyond belief during major regional events. Think about hurricanes and ice storms. They come from many states away to help rebuild the infrastructure but they're still only humans and the restoration for power can vary widely. We've seen million situations where though chose to roll the dieses and not get a generator and the power remained often for four additional days past then. At that point they couldn't source a generator and it cost them tens of thousands of dollars in lost productivity whereas if they had just deployed that generator at the time of power loss they might have spend a couple thousand dollars in the beginning. So don't make that same mistake. Develop your plan and stick to it. What I mean by that, it's a pretty simple procedure. Here's another reason to download the slide deck today. This is a list of all the questions you need to ask your electrician and take notes on. If you can collect the information listed here you will be days ahead of any one else in your area when it comes to obtaining the right generator asset on time and not having to go back and forth about what your needs really are. Also we recommend having more than one electrician in your critical contacts. they're going to be a busy, busy group of people if they're a major power outage. So you're going to need one of those licensed electricians on-site to connect a generator. You may as well have several that are familiar with your infrastructure.

>>> as we begin to wrap things up the last planning element we will discuss today has to do with ensuring that you have
an alternated place the work. This is the worst case scenario for all of us. But that doesn't mean we can ignore it. Working from home only provide about a week or two of real product it and simply shutting down your business isn't an option. So therefore there are a number of ways to address this issue. First of all, you can look at an off-site recovery option. We listed a few of those here. A lot of people have heard of hot sites, cold sites, warm sites. Those are permanent facilities that are fixed in place, typically they're a first come first serve unless you have dedicated seats and also some of these hot sites can be susceptible to the same risks that you're existing areas are. So you need to take a look at this as one tool in your tool belt. Another option is mobile recovery. These are ideal for small to medium sized businesses. They have a high level of flexibility because they can be delivered anywhere anytime and set up until any location. It's a pretty cost effective solution because you typically don't have to pay for those until they are deployed. In fact on the right side of the screen there you can see an example of what a mobile recovery facility might look like. Other alternatives that may not cost you a penny now would be things like a reciprocal agreement or an internal agreement with other offices in the same network. You could even speak to one of your vendors say listen can we set up if your break room for a week while we undergo repairs. So look at these options and hopefully a mixture of these options. Now, what not to do. Who most people ends up building into their recovery strategy is a focus on data, and that's smart because we lose access to data, we have data security incidents, we have data loss and just connectivity issues all the time. But even if you're spending a lot of money, time and effort to make sure that your data can survive a disaster, if you're not addressing the six things that you see here on the screen now, that data is useless. If you don't have a place for people to work, they don't have desks and chairs to sit at, they don't have computers and telephones and power, that data is useless. So make sure that you're focusing on physical recovery elements and you have plans in place for these things when it comes to providing a space to work for your employees. Now, I know those prior 11 steps is a ton of information. We've covered it extremely fast but please know that if you were to take any one element away from this presentation today and implement it tomorrow in your
organization, if you implement some sort of test exercise, even something as simple as an evacuation plan test please know that you're going to be a more resilience organization, you're going to increase your competitive advantage, and you can ensure that you're actually a viable employer to your employees all your staff, and you may end up contributing to the recovery of your whole community by staying in business. So you don't have to do all 12 of these steps tomorrow, yes, they're all important but you can do one step at a time, one small bite at a time. But again none of those steps is helpful unless it's tested and proven. So we're going to wrap things up with how to constantly assess and improve your perfect strategy. First of all, regardless of the sophistication of your organization you should billion doing some sort of annual exercise. Even if right now your plan is limited to an emergency call list and an evacuation plan. You should still be testing those things at least one a year. Then you can improve on it and build on it. Remember, testing programs are not pass fail. They're intended to actually provide practice for your recovery facility and employees and also familiarity to that staff. Identify your areas of improvement. Find out what pitfalls and pot holes you may come across. And as you start the implement new steps and new elements you can test those. This is a process, ladies and gentlemen, it's not an individual event. It's an ongoing process. That why you see the cycle on the right. So what do I do test my plan? Great question. If you're backing up your data that's an easy one. Just try to restart it. You'll learn how long it will take, you'll know what kind of bandwidth you need. You can also test your communication strategy easily by using your alert notification tool or if you're simply using a phone tree you can try that out. Test it. See if it works. See if the contact information is accurate. Also see if your employees are familiar with the tool and they're able to receive and respond. This is a free simple easy way the test one element of your plan. You can also test your employees on their roles and responsibilities as well as vendors on what you expect of them. This will do nothing but simply build a better working relationship with your vendor and supplier network. Finally, as I mentioned before please, please determine what your power needs are ahead of time and if you're able, test your ability to restore that powerful even if it's just a table top test.
you sit around with your committee and develop a scenario and try to work through obtaining a generator and a powerful for example you can say okay, ladies and gentlemen we have no phones and the closest equipment rental yard is out of generators. What do we do next? What you've just done is conducted a taken top test. You put some complicating factors in there and you walked through a table top scenario how to facilitated that part of your recovery strategy. So ladies and gentlemen, that is about the fastest you can humanly go through the 12 step of business continuity. It is a lot to cover. Each of those 12 steps is really focused on the Agility Recovery's company.

So at this time we'll open it up for questions and my colleague Nicole will help us with that part.

>> Hi everyone. And thanks, Scott. The first question that came in was on slide 21 you showed a risk assessment chart, chase the time frame to consider when we assess the likelihood of thing E-something happen, for example an earthquake on the Pacific Northwest region might score low and therefore not get any support.

>> If I understand you correctly you're looking at the time frame that you would -- I'm having trouble understanding but I feel like you're asking what the criticality would be of that. So you might say the event itself might be moderate likelihood so let's say possibility of occurring. So we'll give a nine but there's major injury, major loss of property, could be catastrophic so then you would bump it up to Al 12 or 15: now what you're going to do is look at the other two or three or four dozen incidents that you're most concerned about and assess those same scores and those numbers you ends up with, a 12 for one, a 15 for another, a two for another will help you prioritize the time frame that you pursue mitigation procedures or recovery procedures for that given threat. Hopefully that made sense.

>> The next question we have is what can you share about the Red Cross' ready rating program and do you recommend it.

>> Okay I absolutely 100 percent recommend that program. There is really no other more comprehensive yet easy to facilitate assessment program that will help you identify from top to bottom in your organization what your needs are as an organization from a recovery standpoint. This is a program that's about 100 questions. It takes a couple hours to go through especially if you're involving other
members of your team, but it provide you not only with a benchmark store that you can continually refine over time, but it will also help you with line item suggestions of what actions to take and each of the areas where you maybe deficient. I absolutely 100 percent recommend that tool. We recommend that to all our agility members and it's one of the best out there. So highly recommend it. Even if it's something you use as simply a baseline to start obtaining management approval for a program of this nature. It's a great tool to show them and you can also benchmark yourselves against other organizations. Maybe even within your vendor and supplier network.

>> The next question was do you have any recommendations for crafting messages to customers during an event. For example should all customers be made aware of the disaster or only customers that might be directly impacted.

>> So it's my minute that transparency is best in developing an honest and hope relationship where your customers is going the best approach. Each inti entity is different so I understand there's a severe weather diverse audience on the line, but I recommend being trance parent. Saying these are the things we're doing the remedy the situation and these are the ways we're satisfying our customers' need that have been impacted. This allows you to both avoid the rumor mill and the assumptions that some people may take. It also allows you to go out there and set expectations for what your different customer base or the general public can expect from you with the most direct information available. Rather than them having to just make assumptions on what you can or cannot do.

>>> that's all the questions nor now.

>> All right. Well just as a reminder you can submit questions at any time to me. Additional you can download the slides by using the link that you see on the screening now. And for those who wish we're going to stick around for an additional five minutes to talk a little bit about who agility is what we do. Right now we're going to conclude the educational portion of today's national preparedness month presentation event. We invite you to participate in the next two events. If you would like the register for those additional events, however at this point we're going to go ahead transition over to a quick explanation after who we do and the reason we exist. So I want to thank everyone on your participation in the educational portion and now we'll discuss what Agility is
and what we do. First of all we've been around since 1989. We originally started as a division of General Electric. And we found that many organizations though they might be wonderful businesses and have great business plans, they're unprepared to recover from disasters and continue serving their communities. That's the problem not only for the business but also for the community as a whole. Without a reliable recovery strategy, your businessessential becomes another victim of the disaster just like everybody else. If there's no power, no communication, no phone and Internet you're going to eventually lose sales and opportunity for new customers. You're not going to be able to process transactions if you're in a retail environment. You're not going to be able the answer phones. Your customers are going to end up turning away from your organization and find some other supplier, some other vendor, your competitor to satisfy their needs. Your sales and your profits will obviously suffer but also your reputation and community can be damaged and for some some of you on the line today you could face serious legal complications, contractual obligations. How far, by recovering quickly by putting a plan like we discussed today into place, agility has realized that you can continue to do all these things that make your organization a positive contributor to the economy and your community and also a viable business. So what is agility do? We created a solution that almost any organization can afford from large fortune 500 organizations down to small mom and pop retail entities. We've done this for over 25 years and we've developed the exercise and the resource network to responds to large scale events to help businesses restore their operations within a 24 to 40 ate hour time frame. So what is it that we do. We provide a la carte solutions to your needs. Agility has found that every single incident is different and your needs are going to be different and so we offer a very flexible solution to take advantage of our power generation capability. We can power up almost any facility that exists all the way up to two megawatts. We also have both satellite and LTE, connectability. Again it could be a construction accident and it knocks out your communication line for a few days. We can roll out communications connectivity to you within hours. In addition to that, say your officer burns or there's a major flood and all of your computer equipment including servers, desktops, laptops, Reuters all these
things are damaged, we can do quick shift technology solutions to any election in the continent U.S. and abroad. And finally, always space. We talked today about how critical it was to have a backup office space solution. Agility provide multiple flexible methods. One would be mobile office space that’s delivered to any election that you identify or local vacant retail or commercial space that we can procure on your behalf for short-term leases. Additionally we provide all the furnishings, desks, tables, chairs, laptops, even restroom facilities. And finally at the top of the page there the planning tool that helps you put all these elements tonight. So what does that mean to you as an organization and what actually happens when you become a member? Well you have access to a 100 percent successful organization. Every recover is different. Some take longer than others because of the complicating factors of travel bans and issues with flood waters and all these this is but we have never failed to restore operations for one of our customers. We’ve been doing it for over 25 years. We have thousands of documents recoveries from small organizations to large organizations. Isolate events to regional events and we’re the national leader in the number of recoveries the number of recoveries facilitated and the type of asset distribution delivered.

So when an accident actually occurs agility will start to mobilize the resources that you need only what you need and only what you have approved. You'll know the price ahead of time for any of the elements that we deploy and you only pay for the elements that we have to spend money on. It's only agility's out of pocket expenses that you’re required to cover. So for example, if we deploy all of the technology that you see in this room in the picture on the right, all that technology belong agility fortunate you don't have to pay for that. You only pay for the shipping. If one of our employees is deployed to your job site in order to facilitate the recovery you don't pay for that person's time. They're already on our employment role. But you might pay for a flight or his or her mileage or a hotel room to stay there only that out-of-pocket expense. The key here is that agility never makes a single penny or loses a single penny during a disaster. The reason for that is that we don't want to have any ulterior motives. We look for exactly what we can do to recover you business in the most first time time frame and the most cost effective
manner and we never profit from that. The benefit to you as is it customer is whether or not you have agility you'll probably need that generator. You might need that communications access. You might need that full mobile Roy office but instead of doing that on your own, instead of making dozens of phone calls and facilitating these things on your own you have a team behind you that will get it done faster cheaper and more effectively and we have a track record of doing it every single time. What we found is that during disasters organizations become desperate for resources they are so likely to be taken advantage of and of charged and underserved. But instead those ha partner with us finds our experience, our entire team completes to bear nor them. We have the experience and knowledge of thousands of recoveries. We can anticipate your needs and we have the track record of never failing. With agility's help during the course disasters you can avoid becoming just another victim and instead become a hero, a hero to your customers, a hero to your employees, a hero to your community. So we invite do you check it out a few of our case samples. You can visit us at agility.com. At this time if you have any questions I'm happy the answer those but I do want the thank everybody for their participation today. Again this is the first of three session it is next are the next two Wednesdays, so we look Ford to hosting you again there. Any questions at this time.

>> No, not at this time.

>> Everyone. We appreciate your perhaps. Looks like ran over five minutes to thank you for your attention. Take care. Pleasure displeasure