12 Steps to Preparedness for Any Organization

Scott Teel, VP of Marketing & Education, Agility Recovery

For a copy of the slides presented during today’s session, please visit: http://agil.me/2016npm1
Key Takeaways

- Review basics of disaster recovery and business continuity
- Understand the implications of downtime for your organization
- Learn what you can do to make your organization more resilient
- Initiate simple steps to improve your preparedness today
1. The Reality of Risk
2. Twelve Important Steps to Preparedness
3. Question & Answer
The Reality of Risk

12 Steps to Preparedness for Any Organization
Some Disasters Happen with little to NO warning

Denham Springs, LA – Struck by Flooding in 2016
Sometimes Big Events, Sometimes Small Events
Without a reliable recovery strategy, your business becomes another victim of the disaster

- No power to office = Lost productivity, sales
- No communications = No Internet, phones
- Destroyed Office = Nowhere for employees and customers to do business
- Failed IT Equipment = No productivity/transactions
- Customers will turn to competitors for their needs
- Sales and profits suffer
- Reputation in can be damaged
- Possible regulatory concerns

Don’t Become a Victim
Isolated Events 40%

2015 Agility Disaster Events by TYPE
2015 Agility Disaster Events by Recovery Element
So what are the most important steps you can take TODAY?

12 Steps to Preparedness for Any Organization
1. Building a Solid Crisis Team
2. Assessing Risk & Threats
3. Analyzing Critical Business Functions
4. Develop an Emergency Management Plan
5. Establish Evacuation & Shelter-in-Place Plans
6. Build a Crisis Communications Plan
7. Assemble Emergency Supplies Kits
8. Properly Secure and Backup Your Data
9. Help Your Employees Prepare Themselves
10. Determine Your Power Requirements
11. Establish Alternate Work Spaces
12. Test and Update Your Plan
1. Building a Solid Crisis Team

- Building Consensus
- Involving All Departments
- Establishing Roles
Building Consensus

- Focus on the Same Set of High Level Goals
- Check Egos at the Door
- Solicit Input From. and Involve All Departments
- Consider all Implications and Perspectives
- Ensure Buy-In for Resource Allocation

1. Building a Solid Crisis Team
1. Building a Solid Crisis Team

Involving All Departments

- Consider Departmental Priorities
- Cross Train Employees
- Determine Best Roles for Each Discipline
1. Building a Solid Crisis Team

Establishing Roles: Primary Tasks

- Crisis Team Leadership
- Executive Representation
- Spokesperson / Communications
- Facilities Mgmt
- Financial Oversight / Audit
- Data / Technology
- Safety / Security
- Personnel / Human Resources
- Insurance / Risk Management
- Vendor / Supplier Relations
- Scribe
Establishing Roles: Creating Sub-Committees

- Steering Committee
- Emergency Response
- Damage Assessment
- Crisis Communications
- Functional Response / Support
- Testing / Exercise Coordination

Note:
Every industry, type and size organization will differ on their goals. However they should align closely with the organization’s mission and culture.
2. Assessing Risks and Threats

- Identifying Risks
- Prioritizing Those Risks
Identifying Potential Risks & Threats

- Weather-related Disasters
- Facility Location
- Facility Design/Construction
- Technology Failures
- Cyber Threats
- Isolated Incidents
- Supply Chain Disruption
- Pandemic Outbreak
- Workplace Violence
- Organized/Deliberate Disruption
2. Assessing Risks and Threats

Prioritizing Those Risks: Methods

- Consulting with Insurance Professionals
- Surveys, Interviews, facilitative sessions with departments
- Industry databases
- Risk Assessment Software / Tools
- Local Emergency Management, FEMA, Red Cross statistics
- National Weather Service
- Industry Trade Publications & Associations
- Utilities & Public Works Departments
- Historical Trends
- Contractors & Suppliers/Vendors
### Example of a Simple Risk/Threat Assessment Matrix with values:

<table>
<thead>
<tr>
<th>Likelihood of the hazard happening</th>
<th>Severity of the potential injury/damage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Risk (0 – 5)</td>
<td>Insufficient damage to Property, Equipment or Minor Injury</td>
</tr>
<tr>
<td>Moderate Risk (6 – 10)</td>
<td>Non-Reportable Injury, minor loss of Process or slight damage to Property</td>
</tr>
<tr>
<td>High Risk (11 – 15)</td>
<td>Reportable Injury moderate loss of Process or limited damage to Property</td>
</tr>
<tr>
<td>Extremely High Risk (16 – 25)</td>
<td>Major Injury, Single Fatality critical loss of Process/damage to Property</td>
</tr>
<tr>
<td></td>
<td>Multiple Fatalities Catastrophic Loss of Business</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Likelihood of the hazard happening</th>
<th>Severity of the potential injury/damage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almost Certain (5)</td>
<td>5</td>
</tr>
<tr>
<td>Will probably occur (4)</td>
<td>4</td>
</tr>
<tr>
<td>Possible occur (3)</td>
<td>3</td>
</tr>
<tr>
<td>Remote possibility (2)</td>
<td>2</td>
</tr>
<tr>
<td>Extremely Unlikely (1)</td>
<td>1</td>
</tr>
</tbody>
</table>

2. Assessing Risks and Threats
3. Analyzing Critical Business Functions

- Identifying Critical Functions
- Conduct a Simple Business Impact Analysis (BIA)
3. Analyzing Critical Business Functions

- What functions are critical to the day-to-day operations?
- What employees are essential?
- Typically, critical functions are those that:
  1. are most sensitive to downtime;
  2. fulfill legal or financial obligations to maintain cash flow;
  3. play a key role in maintaining your entity’s public image and trust; and/or
  4. safeguard an irreplaceable asset.

How long can you withstand an interruption to those critical functions? A day? A week? More?
Conduct a Simple Business Impact Analysis (BIA)

1. For each Business Unit, identify all routine, critical processes, and their major attributes and any inter-departmental dependencies.
2. Identify the staff that must be available and actively working for the function to remain operational.
3. Specify any specific equipment, applications or tools that must be available to active staff.
4. Estimate the maximum amount of time your organization can remain viable without this function in place.
5. Determine subjectively the impact (Both quantitative and qualitative) that the loss of this function has on the organization.
4. Develop an Emergency Management Plan

- Developing Proposed Strategies
- Specific Plan/Strategy Development
Develop Proposed Strategies

Your Emergency Management Plan should:

1. Establish who will participate on the Recovery Team(s)
   - Note: May be different personnel than your Continuity Planning Team

2. Establish how your organization will operate after incident
   - Reduced staff, compromised systems, partial services offered, etc.

3. Establish how recovery logistics will proceed

4. Establish what Required Resources are needed for Mitigation & Recovery

5. Establish the procedure by which the Emergency Plan will be enacted
   - WHO has the ability to declare the disaster or put the plan into action?
4. Develop an Emergency Management Plan

Specific Plan or Strategy Development

- Initiate the Recovery
- Conduct a Damage Assessment
- Plan for Restoration of Basic Services
- Enact Crisis Communications Strategy
- Consider Recovery Site Options
Tools for Basic Emergency Management Planning

- Generator & Power Recovery Checklist: http://agil.me/23OLheE
- Crisis Communications Checklist: http://agil.me/1ALgL79
- Employee Preparedness Whitepaper: http://agil.me/employeeprepwp
- Employee Evacuation Checklist: http://agil.me/evacuationlist
- Workplace Disaster Recovery Kit Checklist: http://agil.me/1MNO941

4. Develop an Emergency Management Plan
5. Establish Evacuation & Shelter-in-Place Plans

- What the Plans Should Include
- Evacuation Planning
- Shelter-in-place Planning
What the Plans Should Include

- Commonly accepted method for reporting fires and other emergencies
- Evacuation policy and procedure
- Shelter-in-place policy and procedure
- Emergency route assignments, maps and signage
- Names, titles, departments & contact information for EVAC & SHELTER Manager, as well as floor or department wardens
- Provisions for Notifying Building Occupants
- Procedures for safely shutting down operations and systems during evacuation
- Plans for accommodating those with special needs: sight or hearing impaired, mentally or physically handicapped, children, elderly, non English-speaking
- Plans for any medical or rescue training
5. Establish Evacuation & Shelter-in-Place Plans

Evacuation Planning

- Plan should identify a clear chain of command and concise explanation of situations that require evacuation
- Detailed, accurate maps and diagrams posted along routes (2 escape routes)
- An exterior Assembly Area should be identified (at least 100 yards away)
- Suitable arrangements must be made for those with disabilities
- A means of accounting for all employees and known visitors
- Designation of what, if any, employees will remain after the evacuation alarm to shut down critical operations or utilities before evacuating
  - NOTE: Employees must be trained to recognize when to abandon the operation and evacuate themselves
5. Establish Evacuation & Shelter-in-Place Plans

**Shelter-in-Place Planning**

- Consider scenarios appropriate for taking Shelter:
  - Severe Weather Event: Tornado, Earthquake, Flood, Hurricane
  - Toxic gas, chemical spill or radiological accident
  - Natural gas leak or other utility accident
  - Civil Disturbances or Workplace Violence
- Ensure Shelter location is stocked w/ emergency supplies
- Designate Interior rooms, with fewest windows & vents
- Room for all personnel & guests to sit
- Have a means of communications
6. Build a Crisis Communications Plan

- Consider all Audiences in Your Plan
- Consider Online Presence
- Hone Your External Communications Strategy
Consider All Audiences & How to Reach Them

- Develop a process to make sure all stakeholders (internal and external) are aware of decisions and expectations.
- Ensure redundancies independent of cell or terrestrial networks as much as possible
  - 24-hour phone tree
  - Radio/TV/Print News Partners
  - Call-in recording system
- Manage member and key vendor/partner communications.
- Prepare a media communications plan.
- Consider all your different audiences (INTERNAL & EXTERNAL):
  - Employees
  - Stakeholders
  - Clients
  - Community
  - Media
  - Competitors
  - Financial Partners
  - General Public
  - Regulatory Bodies
6. Build a Crisis Communications Plan

Consider Your Online Presence

- Do you have access to your Web Site during an interruption? (remote access)
- Consider hosting your website at an alternate location (offsite).
- Ensure your site has contingencies for any potential SPIKE in traffic during emergency events
- Post critical information on Social Media, as well as Company Site Home & Contact pages.
- Provide employees, vendors, clients and business partners with timely information about your organization during a crisis (Social Media)
Hone Your External Communications Strategy

- Establish a Crisis Communications Team
- Identify Spokesperson(s) & prioritization
- Train your Spokesperson(s) on the intricacies and best practices of communicating with the media
- Ensure all Employees KNOW who the Spokesperson is
- Keep audiences informed as much as possible, even without material changes in place
- Providing for Employee Health and Safety
- Protecting Continuity of Critical Functions

7. Assemble Emergency Supplies Kits
## Providing for Employee Health and Safety

### First Aid Supplies / Kit
- First Aid Reference Guide
- Gloves / Triage Kit
- Masks
- Bandages / Sterile Gauze
- Waterproof Tape
- Ice Packs
- Sanitary Supplies
- Tweezers / Scissors

### Additional Supplies
- Antibiotic Ointment
- Anti-Inflammatory / Pain meds
- Eye wash / irrigation
- Hand Sanitizer & Wipes
- Emergency Blanket
- Burn Gel / Dressing
- Sting / Bite swabs
- Blood-Stop packs

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7. Assemble Emergency Supplies Kits
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Providing for Employee Health and Safety

Emergency Supplies

- Food – nonperishable, minimal prep, serving supplies
- Water – 1 gallon PLUS / person / day
- Flashlight, lanterns & extra batteries
- Tools, gloves, protective gear, blankets
- Battery powered radio w/ NOAA weather
- Battery backup, solar & crank chargers for mobile devices
7. Assemble Emergency Supplies Kits

Protecting Continuity of Critical Functions

- Cash / Paper Checks
- Your Recovery Plan
- Important Documents
- Letterhead, Envelopes, Cards
- Office Supplies
- Application Software
- Login & Password Credentials
- Building Access Keys

- Emergency Contact List copies
- Cleaning Supplies
- Basic Tools
- Nice to Haves:
  - 2-Way Radios
  - Satellite Phone/Communication Tools
  - Emergency Fuel Supply
8. Properly Secure & Backup Data
Protecting Data Security & Integrity

- Do you use automated, daily back-ups?
- Is your provider located off-site, in multiple secure locations outside your area?
- Realize the limitations of outsourced IT Management
  - Lack of Responsiveness
  - Staffing/Availability
  - Communication Gaps
- Test a full restoration regularly to remote location or secondary servers. Document the time & bandwidth resources required

8. Properly Secure & Backup Data
Responding to Data Incidents

Five Incident Response Phases:

1. Preparation
2. Detection & Reporting
3. Triage & Analysis
4. Containment & Neutralization
5. Post Incident Activity

8. Properly Secure & Backup Data
9. Help Your Employees Prepare Themselves
Family Preparedness

1. Do they have a plan?
   a) Evacuation/Shelter plan
   b) Critical Document Storage
   c) Emergency Alert System
   d) Emergency/Go Kit

2. How can your organization help?
   a) Workshops
   b) Checklists
   c) Emergency Kits
   d) Flu Shot Clinics
   e) Family Involvement Days

9. Help Your Employees Prepare Themselves
Transportation Issues

1. Transportation Issues
   • Public Transportation Shut Down
   • Car Pooling
2. Overnight accommodations nearby
3. Fuel Shortages
   • Storage of Fuel for Critical vehicles/staff
   • Fuel vendor for deliveries
4. Restricted Access to non-Residents
5. Damaged/Destroyed Vehicles

9. Help Your Employees Prepare Themselves
Work From Home Strategy

1. Productivity suffers
2. Inability to login to networks
   - Phone/Internet Outages
   - Power Outages
3. Unwillingness to report to duty
   - Family or Property in peril
4. Distractions
5. Child Care Issues

9. Help Your Employees Prepare Themselves
- Number One Lesson Learned
- Know Your Power Demands

New York City – Oct 29, 2012

10. Determine Your Power Requirements
Number One Lesson Learned:

10. Determine Your Power Requirements

Know Your Power Requirements Ahead of Time

- Assess the impact of loss of power on your operations
- Know how long you can last without power
- Establish your strategy based on that timeframe
- Act on your plan regardless of outside information; utility resumption timeframes are often unreliable
Know Your Power Demands In Advance

Preparation for Mobile Generator Recovery

***Know Your Electrician(s)***

Get to know several electricians and determine your power demands ahead of time. Be sure to ask the following questions and note the information for future use. Get the advice of a professional!

1. What phase is your electrical service? Single or Three Phase?
2. What voltage is your service? 208v, 240v or 480v?
3. Is your power requirement for a Wye or Delta generator?
4. How many amps do you need to power key systems? Determine your peak Amperage draw over the past 12-24 months.
5. What size generator will be required?
6. Does your building have a power transfer switch? If no transfer switch has been installed, you will need to consider options – hardwire or spider box?

10. Determine Your Power Requirements
- Types of Alternate Site Recoveries
- What NOT to do

11. Establish Alternate Work Spaces
Types of Alternate Site Recoveries

**Mobile Recovery**
- Delivered to a specific location
- Ideal for small to medium sized business
- High level of flexibility
- Cost effective solution

**Hot Site Recovery**
- Permanent, regional facility
- Fixed Site
- First come, first served at time of disaster
- Susceptible to same risks as other facilities in the same area
- Oversubscription

**Other Alternatives**
- Reciprocal agreement
- Internal
- Co-Location

11. Establish Alternate Work Spaces
What NOT to do:

Lack of Focus on Physical Recovery Elements

*DATA Shouldn’t be the Only Recoverable Asset*

1. Office Space
2. Work spaces (desks, chairs, etc.)
3. Hardware (Servers, desktops, copy, fax)
4. Power (Know demand ahead of time)
5. Internet Access
6. Redirecting Phones

11. Establish Alternate Work Spaces
12. Test and Update Your Plan

- Fundamentals of Testing
- What to Test
12. Test and Update Your Plan

- Do an annual exercise and update the plan as necessary.
- There is no pass or fail.
- Make sure to re-educate employees when any changes to the plan are made.
- Testing is a process not just a project.
What to Test

12. Test and Update Your Plan

- Data Restoration
  - Determine time, bandwidth, potential issues

- Alert Notification Program
  - Simple Test, Regular Cadence

- Employees’ Knowledge of the Plan and Their Role
  - Increase Familiarity

- Vendors’ Resilience
  - Can be a Table Top Discussion

- Test Power Recovery
  - Simple test, Huge Implications
1. January – Assembling a Team – WATCH THE RECORDING
2. February – Assess Risks & Threats – WATCH THE RECORDING
5. May – Creating Evacuation & Shelter-in-Place Plans – WATCH THE RECORDING
7. July – Building a Business Disaster Recovery Kit – WATCH THE RECORDING
8. August – Back Up Your Data – WATCH THE RECORDING
9. September – Help Employees Prepare – Register to Attend
10. October – Determine your Power Needs – Register to Attend
11. November – Find an Alternate Place to Work – Register to Attend
12. December – Test and Update Your Plan – Register to Attend

www.12StepPrep.com
Questions?

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Protecting Organizations of all Types Since 1989
Unfortunately, most organizations are unprepared to quickly recover from disasters and continue serving their communities.
Without a reliable disaster recovery solution, your business becomes another victim of the disaster

- No power to building = Lost sales, inventory, security
- No communications = No ATM/credit transactions
- No phone or internet = Unable to answer customer calls, No orders to vendors
- Office compromised = No place for customers to do business

- Customers will turn to competitors for their needs
- Sales and profits suffer
- Reputation in the community can be damaged
- Possible contractual or legal complications
However, by recovering quickly after a disaster, your organization can...

- Continue to serve customers in need
- Avoid lost sales & protect bottom line
- Avoid legal or regulatory concerns
- Foster good-will within the community
- Increase loyalty, repeat business
- Expand local market share
- Enhance brand reputation
- Help employees get back to work
- Support those most affected by the disaster
Agility Recovery offers a solution that all organizations can afford

For a small monthly membership fee, organizations gain immediate access to Agility's extensive disaster recovery resources and expertise developed over 25+ years.
What We Do - Provide “a la carte” access to the following:

1. Planning: A secure, online planning portal to create and keep recovery plans, store vital documents and send Alert Notification messages

2. Power: Generators from 36kW to 2 Meg for any application, as well as fuel service, electrician assistance & regular maintenance

3. Communications: Satellite and/or LTE connectivity to restore telephone and Internet access


5. Office Space: Flexible office space options to fit any need, including mobile, commercial and local brick and mortar space, all complete with fully furnished interiors and restroom facilities
Agility’s infrastructure and experience ensures success

- **100% success rate:** Agility has never failed to restore operations for our clients
- 25+ years conducting recoveries of all types, in every corner of the continent
- Rescued 1000’s of organizations, from single locations to large enterprises
- National leader in recoveries conducted, and assets delivered
Within a few hours, Agility will mobilize resources to restore operations to its members in need.
When a Disaster Occurs

• Agility’s operations team works with our clients’ leadership team to determine the exact needs at the time of disaster

• Agility mobilizes assets to quickly and efficiently recover the business

• Agility clients only pay for Agility’s actual out-of-pocket expenses

Agility never profits from a client’s disaster
Benefits to a Agility Clients:

• Whether they have Agility Recovery or not, organizations will still have the same recovery needs after a disaster
• But Agility will get it done faster, cheaper and more effectively
• Most importantly, we get it done every time
• Protecting their operations, employees, reputation, bottom line and market share
Rely on the Expert

During a disaster, organizations are vulnerable to being overcharged and underserved.

Instead, choose a partner you can trust:

- 25+ years of experience
- 1000’s of recoveries
- NEVER FAILED. Period.

With Agility’s help during a disaster, your organization can avoid being a victim of the disaster, and instead become a Community Hero.
View case studies, client videos, recovery examples and more.

www.AgilityRecovery.com
Questions?

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