

SMALL BUSINESS CHALLENGES AND OPPORTUNITIES IN ACHIEVING PREPAREDNESS THROUGH THE IMPLEMENTATION OF VOLUNTARY CONSENSUS STANDARDS

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TODAY'S DISCUSSION



Firestorm Experience



Examples in Small Business



Lessons Learned



What Will Drive Small Business to Preparedness

What we did yesterday to get us where we are today is not good enough to get us where we need to be tomorrow.



FIRESTORM EXPERIENCE

- 20 years in Business Continuity consulting
- Clients range from Fortune 100 to small business classifications
- Industry sectors include
 - Financial Services
 - Manufacturing
 - Energy
 - Healthcare
 - Law Firms
 - Retail
 - Broadcasting



SMALL BUSINESS EXAMPLES

- Western Energy – Coal Mine
 - 350 employees (including union workers)
 - One customer – power generation plant
 - Drivers:
 - Work stoppage – union strike
 - Critical supply chain for power generation
 - Multiple risks (points of failure)
 - Conveyor delivery system
 - Draglines
 - Union



SMALL BUSINESS EXAMPLES

- JKM Manufacturing
 - 60-75 employees
 - Manufacturing wiring harness
 - Raytheon is primary customer
 - Drivers:
 - Raytheon – supply chain
 - Previous interruptions in supply chain
 - Multiple risks (points of failure)
 - Critical supply chain
 - Single points of failure within process



SMALL BUSINESS EXAMPLES

- TV Broadcasting
 - 125 employees
 - NBC affiliate – major metropolitan area in NW
 - “Where the News Comes First”
 - Drivers:
 - WWL experience with Katrina
 - Transformer fire in 2010
 - Using preparedness as a competitive advantage



LESSONS LEARNED

- No understanding of “Business Continuity”
- Driven to action
 1. Acknowledge risks and the potential to destroy or induce significant harm to the health of their business.
 2. Forced to do something by a critical customer.
- Want a simple solution
- Primary focus:
 - Life Safety & Emergency Response
 - Strategies for interruptions
 - Simple Business Recovery structure and plan



STANDARDS



- Standards are too complex for small environments
 - Applied in concepts they work
 - In precise application, they force too much structure and complexity
- Need a simple way to apply the concepts
- It's should be all about Preparedness, not about Standards



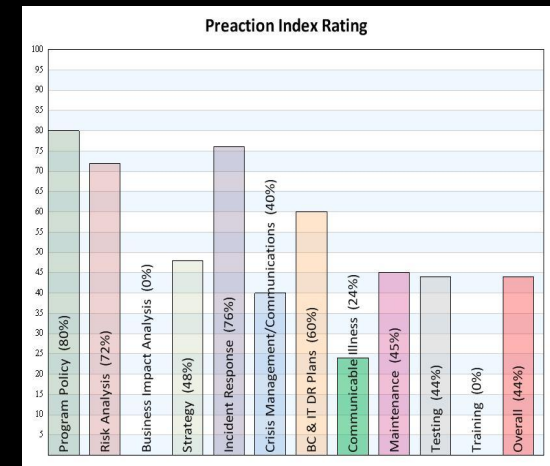
WHAT WILL DRAW SMALL BUSINESS TO BETTER PREPAREDNESS?

- More understanding of the concepts and value
- A simpler model for a “Preparedness” framework
- Mandatory compliance
- Supply Chain



SUGGESTION

- Consider a “grading”/tiers
 - Silver/Gold/Bronze
- Start with high-level review
- Self-Assess to a framework, not a full standard
- Measure progress
- Provide education & tools
- A Journey – Not a Goal

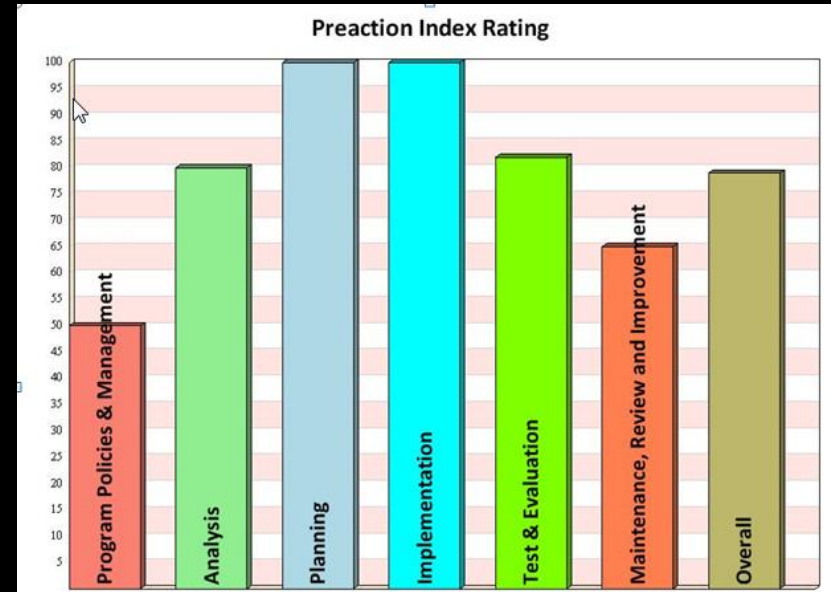


QUESTIONS AND ANSWERS



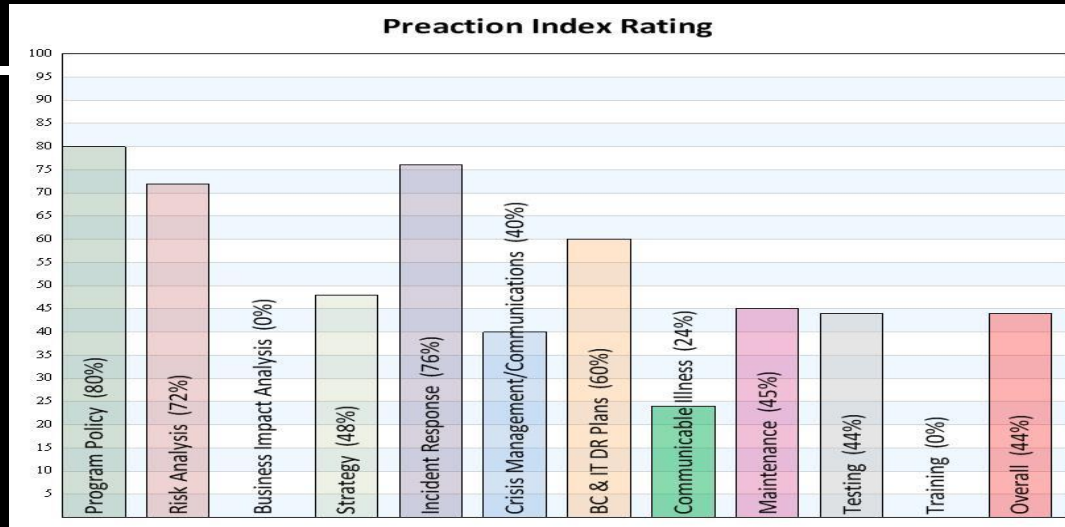
MEASURING TO A STANDARD(S) – ALREADY STARTED

- Regularly Self-Assess
 - Drill down
- Determine gaps
- Develop a Roadmap
- Map progress
- Advance your program
- Educate Executives

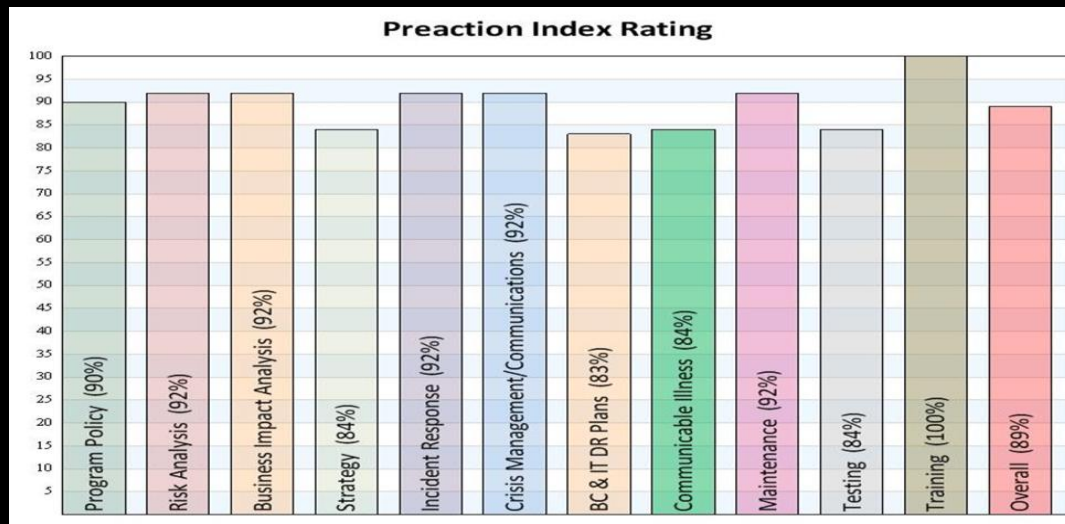


MEASURING PROGRESS

Before:



After:



MEASURING PROGRESS

- Know your gaps!
- Focus on areas needing improvement
- It's not the score – it's the continuous journey!

