Small Business Challenges and Opportunities in Achieving Preparedness through the Implementation of Voluntary Consensus Standards

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The information given and comments made in this presentation represent the independent opinions of Firestorm Solutions, LLC. The material is not presented with the intent of supporting a specific standard in the industry, but simply to inform attendees.
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
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
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
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 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
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!