

# BC Awareness Initiatives - Strategic Plan Template

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## Handout 1

### **Awareness and Education**

- **Awareness**
  - Encourage YOUR business groups to include Business Continuity Management as an agenda item during their staff meeting.
  - Encourage YOUR business groups to circulate and update their contact lists / call trees, etc.
  - Encourage YOUR business groups to review their evacuation procedures including the involvement of YOUR building managers to conduct fire drills that week.
  - Include articles in YOUR corporate newsletters and/or on YOUR intranet website.
    - Annual schedule of BCM related activities (BIA review, BCP revisions, planned exercises, etc.)
    - Business specific
    - For business clients and partners (vendors, suppliers, outsourcers, etc.)
    - For employees and their families
- Host contests to enhance Business Continuity awareness across YOUR organization
- **Education**
  - Conduct refresher sessions for YOUR experienced Business Continuity Coordinators
  - Conduct training sessions for new Business Continuity Coordinators
  - Conduct refresher and / or training sessions for YOUR Executives
  - Conduct refresher and/or training sessions for YOUR governance groups (compliance, audit, risk management, etc.)
  - Conduct training sessions for employees

### **Business Continuity Exercises**

- Conduct plan reviews, table top tests, or scenario-based exercises with YOUR executives
- Conduct plan reviews, table top tests, or scenario-based exercises with YOUR business lines
- Conduct component exercises such as:
  - Call tree activation
  - Emergency Operations and Command center readiness
  - Evacuation walkthroughs, simulations, and scenario tests

### **Lunch and Learn Seminars/Open Houses/Business or Community Partner Awareness Sessions**

- Sponsor and conduct lunch & learn sessions across YOUR organization
  - Introduction to BCM
  - What's happening in the industry?
  - Show casing "best practices" and "lessons learned" within YOUR organizations - encourage business units to share their experiences and successes
  - Invite governance groups (compliance, audit, risk management, etc.) to present their perspectives on Business Continuity, Disaster Recovery, and Crisis Communications
  - Personal, Family, and Community Readiness

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- Where practical, Host an Open House internally for employees and / or externally for clients
  - Tour(s) of YOUR recovery location(s), where practical.
  - Vendor display of products / services available
  - Show case internal "best practices" and "lessons learned."
  - Conduct mini-awareness sessions
  - Invite executives to participate to endorse management commitment
- Where practical, invite YOUR business partners (vendors, suppliers, outsourcers, etc.) to participate with YOUR organizations:
  - Sessions to share their Business Continuity Management program
  - Sessions to share the interdependencies of YOUR organization and YOUR business partner
  - Invite Business Continuity related vendors to share their products / services.
  - Invite local emergency and business continuity planners to share their experience
- Develop and implement a Business Continuity Awards and Recognition Programs
  - Reward individual, team, and line of business performance awards (Qtrly/Annual)
- Develop and implement a formal and realistic Process or Activity Improvement Plan
  - Create a Change/Issue Management Project Timeline, i.e., Previous year or 1<sup>st</sup> Quarter issues are resolved or improved by 2<sup>nd</sup> Qtr and 3<sup>rd</sup> Qtr

### SUMMARY

Business continuity, like disaster recovery, emergency management, information security, occupational safety, and can be a challenge at the worst and best of times. But sharing your program promotional ideas and initiatives across internal and external business teams and professional networks.

Sharing your ideas and initiatives will not only enhance preparedness, response and recovery capabilities of YOUR executives and team members but also contribute to the overall readiness capability of your company, your community, and the critical infrastructure as a nation.

Because successful Business Continuity Management takes a Team Effort, use these and other initiatives to encourage your awareness program coordinators, sponsors, and employees to take the use and improvise the ideas presented and exploit them.

**MOST IMPORANTLY** - Share YOUR successes with YOUR business teams, partners, and executive management where possible.