

## Business Continuity



No matter how effective the business continuity plans and procedures in place in an organisation, it is the testing of those plans and the preparedness of the teams and personnel involved that provides the ultimate verdict on their usefulness and the business' ability to manage an "abnormal event".

Best-practice organisations are committed to preparing and regularly reviewing plans and undertaking training and testing of the plans with aims to test capabilities in the area of Business Continuity

### Planning

Our approach is built upon best practice emergency and business continuity management that integrates the principles of risk management, emergency management, risk communication, contingency planning and security and cultural considerations. This ensures that we are able to address our clients' total business environment and the full range of incidents and issues that have the potential to cause business interruptions at any organisational level.

Effective business continuity is about protecting organisational well-being and involves an integrated, coordinated approach between the operational response to an abnormal event, the communication response with internal and external stakeholders and the strategic planning towards resumption of normal business.

Strategic planning in any given emergency may require constructive, innovative and often, lateral thinking, and can therefore be difficult to lay down in guidelines in a written management plan. In planning to ensure their survival, organisations are increasingly focusing on preparation, training and testing of systems, plans and personnel as a pro-active process to preclude crises arising, rather than as something only to be considered after an abnormal event has occurred.

A pro-active approach involves identifying specific risks and anticipating incidents that could affect critical business functions, considering the likely safety, environmental,

operational and commercial impacts, and pre-planning contingencies and recovery processes and responses to ensure continued business activity.

### Training

A business continuity system is comprised of much more than just a framework in which to operate. Without ownership and understanding by the personnel involved any pre-planning may be fruitless. We prepare, and often administer, training programs for various clients. This includes facilitator-based presentations, CD-ROM based inductions and web-based systems and training.

We believe we are able to offer class-leading methods of efficiently and cost effectively providing training methods that benefit clients in preparing for any abnormal event.

### Exercises

EMQ prepare and facilitate exercises to allow teams to test their readiness. We develop, facilitate and report on exercises of all types from a small round table hypothetical to major mobilisations involving multiple organisations.

Our approach to exercises is detailed in our "Training and Exercises" information sheet.

Our preferred method of association with clients is as a partner with the combined goal of increasing the profile, preparedness and hence effectiveness of management capabilities during emergencies. By working together in this mutually beneficial type of arrangement we gain the knowledge of the client's business, exposures and capabilities allowing us to provide consistent support and value adding advice and services.

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