

BUSINESS CONTINUITY PLANNING TO MEET EVERYONE'S NEEDS

To help organizations address major business crises or natural disasters that impact their ability to operate, a standard business continuity plan (BCP) will contain the following elements:



BCP team

Identify individuals responsible for managing and implementing your organization's plan.



Business impact analysis

Study and quantify the impact of potential loss or disruption to your business functions.



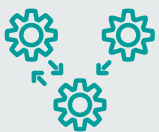
Critical functions of your operations

Detail essential functions that are required to ensure survivability.



Response strategies

Focus on the immediate and long-term backup and recovery of essential business functions as well as prevention strategies.



Training and testing

Define training measures for employees and testing procedures to assess your plan.

For additional resources on building a BCP, visit the [Department of Homeland Security](#) as well as recent recommendations from [McKinsey](#).

BUSINESS CONTINUITY PLANNING TO MEET EVERYONE'S NEEDS



As you evaluate your existing business continuity plan or create one for your organization or department, be sure to include the following elements in your plan.

ANALYTICAL	<ul style="list-style-type: none"> <input type="checkbox"/> Outline your goals and objectives for the BCP <input type="checkbox"/> Assess the financial impact of the potential loss of various business functions <input type="checkbox"/> List critical business functions required for continuity <input type="checkbox"/> Define your metrics for success 	<ul style="list-style-type: none"> <input type="checkbox"/> Assess the reputational risk of the potential loss of various business functions <input type="checkbox"/> Outline the vision of what success looks like after responding to the crisis <input type="checkbox"/> Identify potential long-term threats to the organization <input type="checkbox"/> Provide high-level recovery strategies that address future needs beyond your immediate response 	CONCEPTUAL
-------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------

STRUCTURAL	<ul style="list-style-type: none"> <input type="checkbox"/> Assess the legal and compliance impact of the potential loss of various business functions <input type="checkbox"/> Create detailed scenarios for each potential crisis <input type="checkbox"/> Identify and list all resources needed to keep critical functions afloat <input type="checkbox"/> Outline comprehensive steps in your response strategy to each crisis 	<ul style="list-style-type: none"> <input type="checkbox"/> Assess the stakeholder impact of the potential loss of various business functions, including employee safety as well as community and client needs <input type="checkbox"/> Identify staff members who will lead the response as well as task teams for critical functions <input type="checkbox"/> Outline the teams and departments described in the plan <input type="checkbox"/> Provide action items to support each stakeholder group based on each crisis 	SOCIAL
-------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------

<h2>EXPRESSIVENESS</h2> <ul style="list-style-type: none"> <input type="checkbox"/> Outline your crisis communication plan <input type="checkbox"/> Identify multiple two-way outlets for internal and external communications, such as your company website, intranet, email, phone trees, etc. <input type="checkbox"/> Provide several places where staff can access and digest the BCP

<h2>ASSERTIVENESS</h2> <ul style="list-style-type: none"> <input type="checkbox"/> Create a timeline of milestones for your prevention, response and recovery strategies <input type="checkbox"/> Provide estimates for allowable downtime to your critical business functions <input type="checkbox"/> Outline stretch goals for your response and recovery timeline

<h2>FLEXIBILITY</h2> <ul style="list-style-type: none"> <input type="checkbox"/> Define absolute requirements for your response strategy, such as regulatory notices or compliance requirements <input type="checkbox"/> Provide contingency plans for your response scenarios for each potential business challenge <input type="checkbox"/> Update your plan regularly based on testing opportunities or lived experiences
