



Patricia G. Coureas CPP & Andrew Sheves

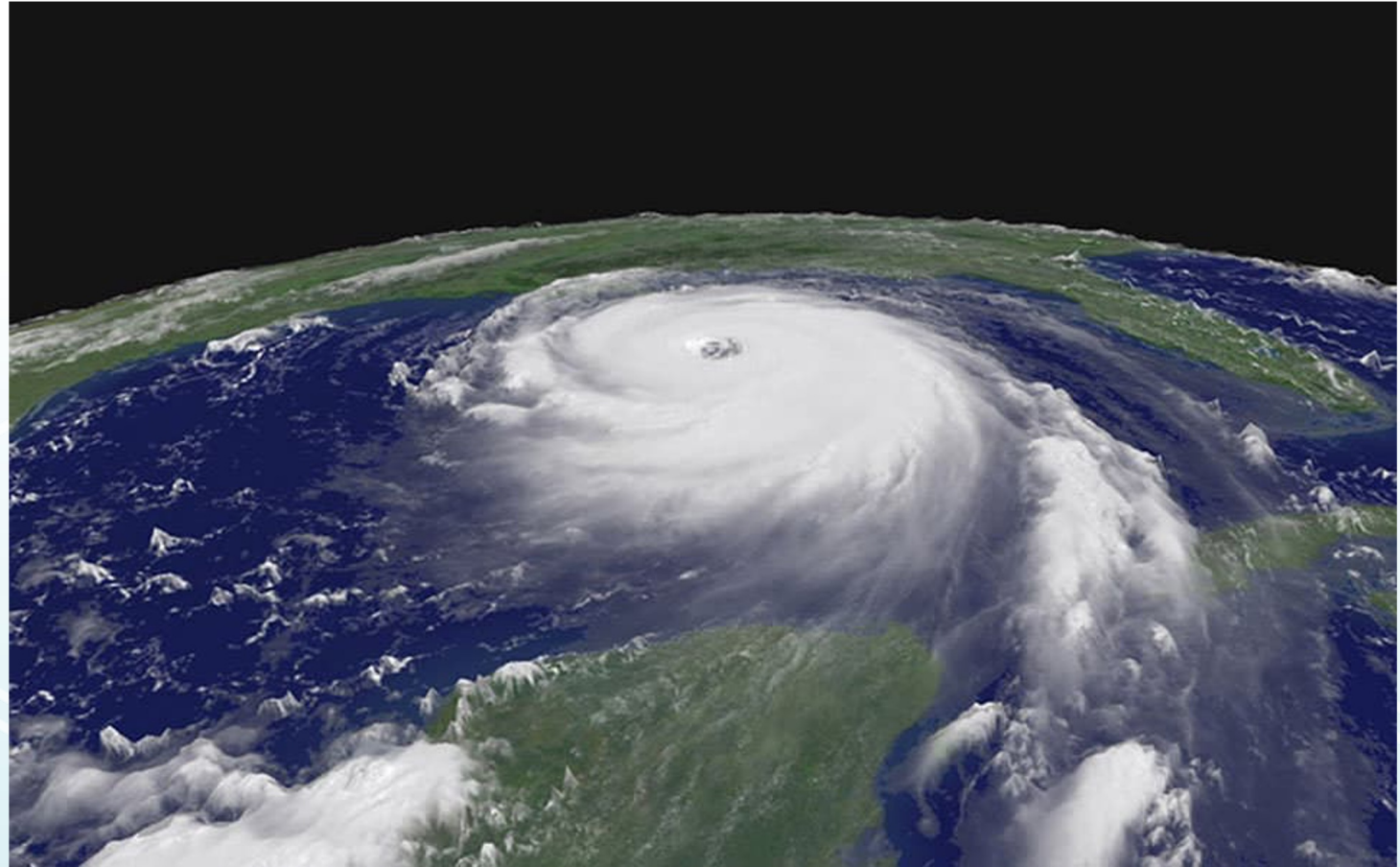
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The National Hurricane Center

URGENT NOTIFICATION

A Category 4 Hurricane with sustained winds of 130-156 mph is expected to severely impact all six buildings within your organization's central manufacturing facility location.

The threat is real since your facility is located in a storm surge risk area.



Now, you should be asking.....

How ready are we?

How Well Prepared Are You?

If you had to handle a Category 4 Hurricane?

- Are you prepared for utility failure, wind and water damage and possible loss of wireless network service?
- Have you conducted training with every employee and provided clear procedures for immediate evacuation of the target location since employee safety is the number one priority?
- Have the executives in your organization also received training?
- How long would you have in today's world of social media and digital communication tools to respond to a crisis?

What we know

Time is of the essence AND.....

A *QUICK, CLEAR* response from top leadership is critical

Why build a Readiness Roadmap

Builds trust across the organization

Demonstrate that the company values emergency preparedness

Direct impact upon the organization's performance and success

Builds general and scenario-specific readiness

Benefits of a Readiness Roadmap

Opportunity to identify internal problems that could cause risk in the future

Challenge traditional approaches to crises

Identify individuals within your organization who have the skills and abilities to lead in a crisis

Improve decision-making in your existing crisis management strategy

Exercises vs. Training

Let's agree that....

Exercises focus on learning and knowledge-sharing and reveal training needs

Training is designed to help each individual understand his or her individual role in responding to a crisis

So, EXERCISES REVEAL TRAINING NEEDS

Building a Readiness Roadmap

Roadmap Video



Generating buy-in

Executive buy-in relies on

Clarity

Transparency

Structure

TAKE ACTION TO....

Create a direct link between activities and **HOW** these support the main Company strategy

Define Metrics and KPIs to Monitor Efficacy

EVERY EFFORT NEEDS TO BE CONNECTED TO A CLEAR RETURN ON INVESTMENT

Create a clear **EXIT STRATEGY**

Present your training programming a **very concise way.....**

Focus on **WHY** and **HOW**

Present facts from the standpoint of an expert

What steps do you take?

First, position training as an enabler to *COMPANY GROWTH*

Second, establish training as an *ALLY* to the business

Third, understand the organization's strategic plan so you can highlight areas where training can *MAXIMIZE* the potential outcome.

It's your idea, your vision

Remember why you are here....

The way an organization reacts when confronted with any potential crisis will shape its future success both strategically and financially.

Resources

DHS Disaster Planning Guide

<https://www.dhs.gov/plan-and-prepare-disasters>

FBI Active Shooter Preparation

<https://www.fbi.gov/file-repository/active-shooter-guide-for-businesses-march-2018.pdf/view>

BSI 11200 Crisis Management Standard

<https://knowledge.bsigroup.com/products/crisis-management-guidance-and-good-practice-1/standard>

Roadmap Resources

<https://Kith.co/asis>

Contact us

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Workbook resources at kith.co/ASIS

What is Readiness?

- **General organizational readiness**
- **Scenario-specific preparation**

We'll focus on creating a roadmap for organizational readiness

Your risk assessment will tell you which scenarios you need to prepare for

How do you Assess Readiness?

Assess your organization, comparing it to a standard or 'what good looks like'

Grade each element:

- Exists / condition met (Green)
- Close (Amber)
- Nothing in place (Red)

Grading Example

The requirement

Situation awareness.

There is a clear and well-understood process for gathering, analyzing, and summarizing information from a variety of sources and sharing what is pertinent with key decision-makers.

Grading Example (II)

The requirement

Situation awareness.

There is a clear and well-understood process for gathering, analyzing, and summarizing information from a variety of sources and sharing what is pertinent with key decision-makers.

The observation

A basic situation awareness system is in place but there are flaws in how information is shared and the overall sense is that the system is slow

Grading Example (III)

The requirement

Situation awareness.

There is a clear and well-understood process for gathering, analyzing, and summarizing information from a variety of sources and sharing what is pertinent with key decision-makers.

The observation

A basic situation awareness system is in place but there are **flaws in how information is shared** and the overall sense is that **the system is slow**

Grading Example (IV)

The requirement

Situation awareness.

There is a clear and well-understood process for gathering, analyzing, and summarizing information from a variety of sources and sharing what is pertinent with key decision-makers.

The observation

A basic situation awareness system is in place but there are flaws in how information is shared and the overall sense is that the system is slow

The rating

Close

Grades Determine Corrective Actions

Exists / condition met (Green)

Close (Amber)

Not in place (Red)

- **Sustain**

- **Sharpen**

- **Build**

Corrective Actions Example

Gaps

- Flaws in how information is shared
- The system is slow



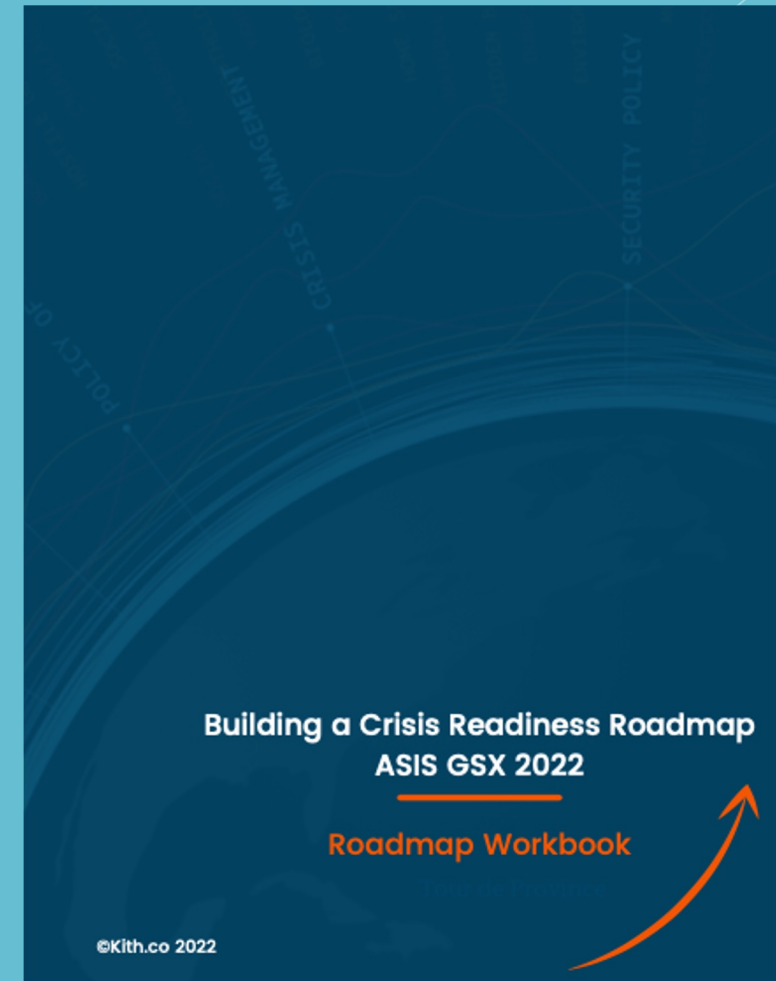
Corrective Actions

- Standardized distributions lists for updates
- Standardize reporting templates
- Streamline the approval / release process

The Workbook

Provides a step-by-step guide to build your organization's crisis readiness roadmap.

Available via the GSX platform and at kith.co/asis

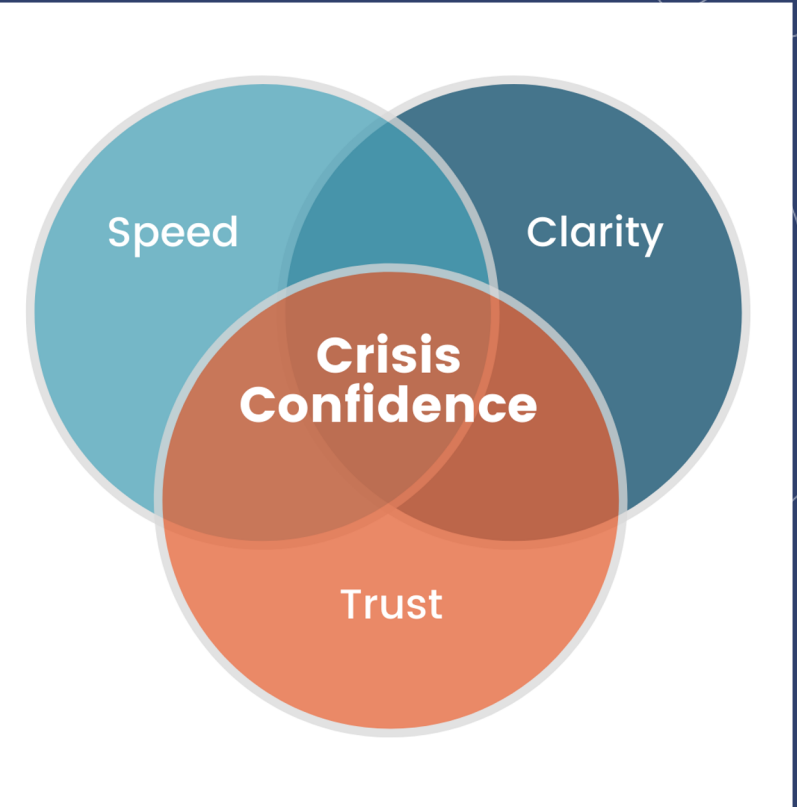


A Model for Readiness

Three elements we've
observed in crisis-ready
organization

Each has five sub-elements

Combine to create Crisis
Confidence



1 - Review the Elements

Chain of command

There is a clear and well-understood chain of command showing who reports to whom in the event of a crisis and how teams and departments interact.

Procedures

There are understood and tested procedures and templates for repeatable crisis activities.

Decision-making

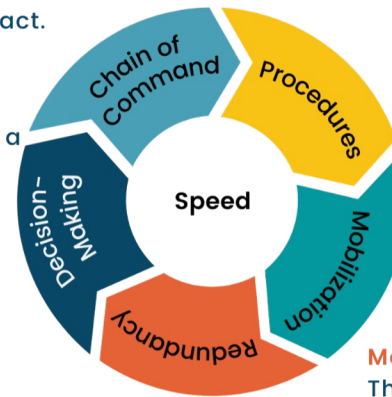
The organization has a robust process for making decisions, allocating responsibility, and tracking progress.

Redundancy

Redundancy is built into the system so there is a backup or replacement for all vital systems, resources, or individuals so their absence can be overcome quickly.

Mobilization

There is an understood and tested process to alert key crisis staff, provide them with critical information and convene them into a meeting space.



2 - Evaluate and Grade the Organization

MEET

We meet this requirement completely (3)

CLOSE

We are close to meeting THIS requirement but there are some gaps (2)

FALL
SHORT

We don't have any of this in place or there are significant gaps (1)

Element	Definition	Gaps	Assessment rating	Score (1 - 3)
Chain of command	There is a clear and well-understood chain of command showing who reports to whom in the event of a crisis and how teams and departments interact.			
Procedures	There are understood and tested procedures and templates for repeatable crisis activities. (E.G. Holding statement templates, meeting agendas)			
Mobilization	There is an understood and tested process to alert key crisis staff, provide them with critical information and convene them into a meeting space.			

3 - Identify Corrective Actions & Support

Element	Rating (Red/Amber/ Green)	Assessment Value	Corrective Actions	Support Needed	Difficulty (1 - Easy, 2 - moderate, 3 - hard)	Priority (assessment + difficulty)	Time Estimate
Chain of Command							
Procedures							
Mobilization							

4 - Assess Difficulty, Prioritize and Add Time Estimate

Element	Rating (Red/Amber/ Green)	Assessment Value	Corrective Actions	Support Needed	Difficulty (1 - Easy, 2 - moderate, 3 - hard)	Priority (assessment + difficulty)	Time Estimate
Chain of Command							
Procedures							
Mobilization							

Element	Rating (Red/Amber/ Green)	Assessment Value	Corrective Actions	Support Needed	Difficulty (1 - Easy, 2 - moderate, 3 - hard)	Priority (assessment + difficulty)	Time Estimate
Chain of Command	Amber	2	Formalize CoC	HR	2	4	1 week
Procedures	Green	3	Review procedures	Ops	2	5	3 weeks

5 - Sequence the Actions and Build the Timeline

Element	Corrective Action	Status (Not started / In Progress / Complete)	Sept 4	Sept 12	Sept 19	Sept 26	Oct 3	Oct 10
Mobilization	Build call-out process	Complete						
Mobilization	Establish phone tree	In Progress						
Chain of Command	Formalize chain of command	No Started						
Procedures	Review Procedures	Not Started						

Result

- **Roadmap to organizational readiness**
- **Needs-based**
- **Measurable progress**
- **Justifies investments**