

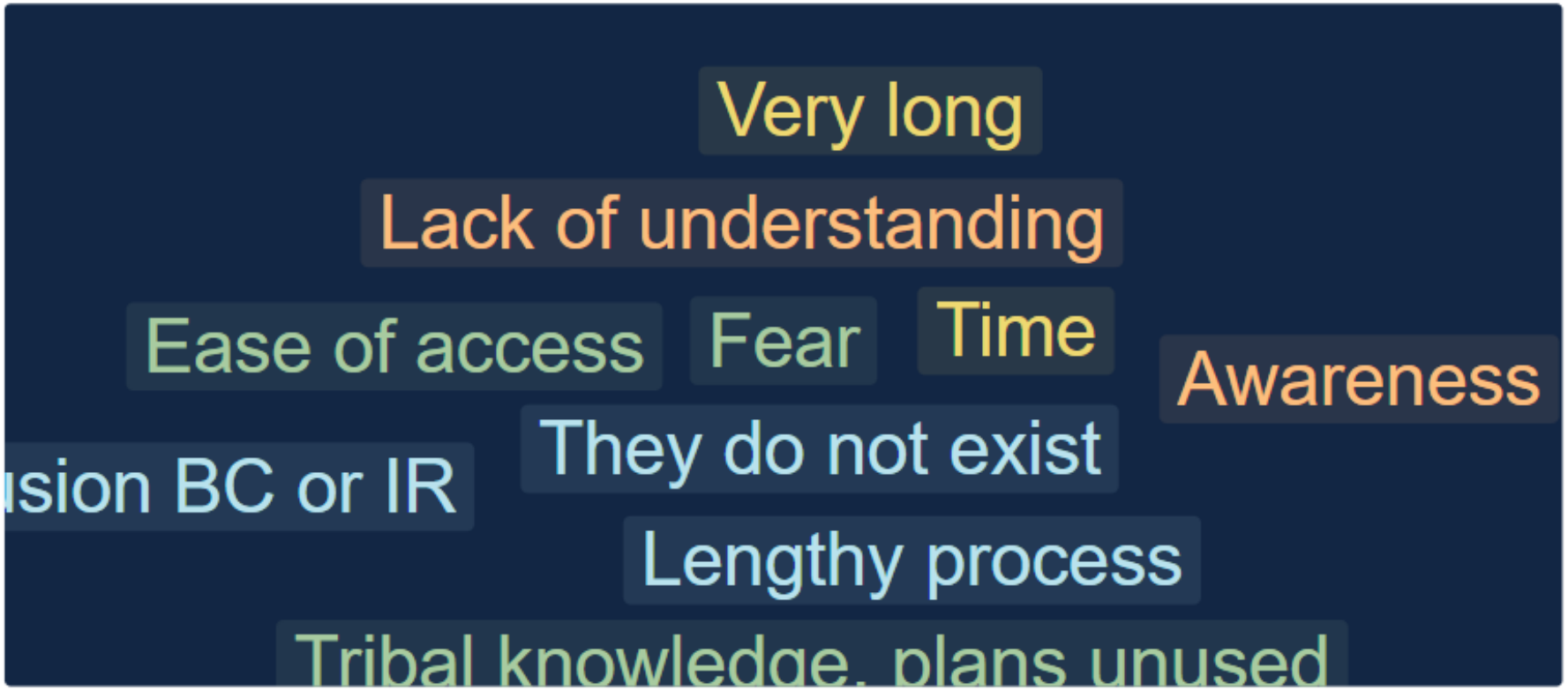
Creating BC Plans People Actually Use

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What's the biggest reason plans go unused at your organization?



14 total participants | 10 answers

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WHILE YOU WERE IN THE BUILDING, DID YOU COME ACROSS A BIG BINDER TITLED "BUSINESS CONTINUITY PLAN"?

Plans as a Practice

01

Plans themselves don’t matter so much as the exercise of putting the plan together

02

Alignment and muscle memory was the goal

03

The plan was the backup to the backup



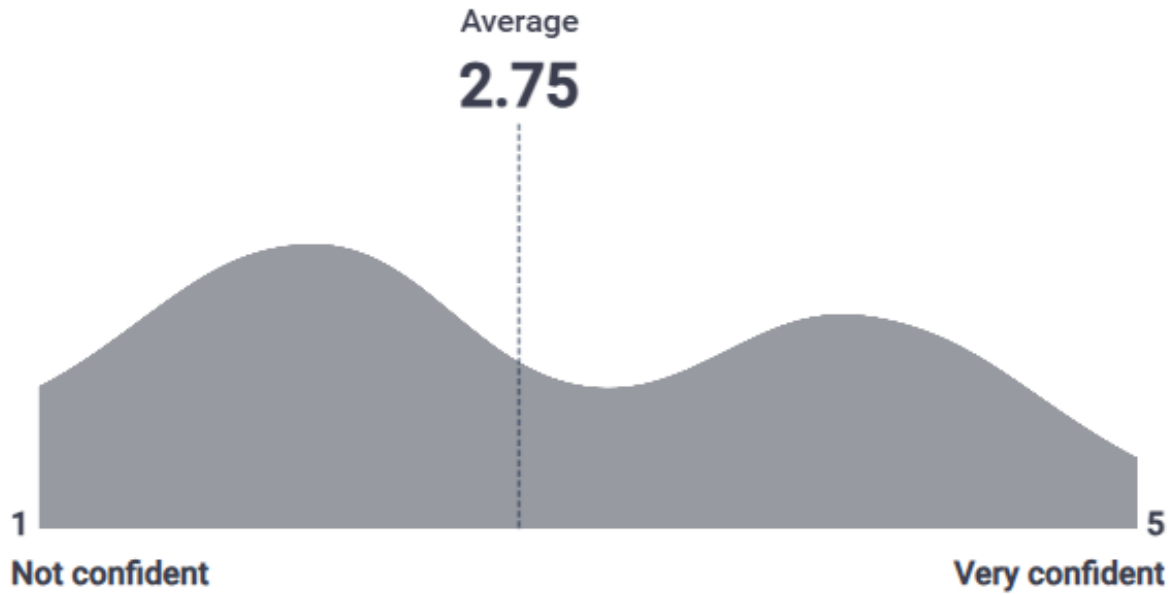
“…not just a document we create and put on a shelf to collect dust.”

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Pause...Ask Yourself

- Are people turning to the actual plan during an exercise or disruption?
- Is the plan meaningfully updated after an exercise or real disruption?
- How often are plans being updated? Only on a “required” cadence?
- What kind of time and effort is going into each plan update?

On a scale of 1 to 5, how confident are you that your team would actually use your plan in a real crisis?



12 total participants | 12 votes

1 / 1

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Change in Perspective

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Challenges

01 Informed vs. Involved

02 The need for Quick Action Guides

03 Don’t test the people



What if the plan worked?

What is the biggest barrier to using AI or predictive analytics in your claims department?

Anonymous

0 votes

Dept. actually use plan as they annually test.

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Solving for the Right Things

- Team member benefits from the document
- Clear definition of the scenario
- Ownership
- Clear and concise
- Accurate
- Accessible



Where we landed…

The Playbook.

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LOSS OF FACILITY

TRIGGER: Any event rendering a facility partially or fully unusable — fire, structural damage, environmental contamination, natural disaster, or loss of utilities.

LEAD
CLO (Logistics)

ESCALATED BY
Director, Business Continuity

CRITIAL STAKEHOLDERS
Board of Directors, Employees, Insurers, Media, Customers

YOUR DECISIONS

- ☐ Spokesperson decision — whether and when the CEO speaks
  waits on: Press statement approval (CLO (Legal)) · CMO recommends · CLO (Legal) review
- ☐ Final press statement approval
  waits on: Press statement approval (CLO (Legal))
- ☐ Voluntary statement — whether one is needed
  waits on: Materiality determination (CFO) · waits on: Press statement approval (CLO (Legal)) · CMO drafts · CLO (Legal) assesses · CEO concurrence required
- ☐ Cross-BU operational priority — determine inventory and order fulfillment sequencing when both GC and ECS operations are disrupted from a single facility event
- ☐ Strategic resource tradeoff
  waits on: Determine financial exposure range with assumptions and... (CFO) · CSO recommends

CRITICAL CONTACTS

- **Board of Directors**
- **Media**

FOCUS

Set priorities. Voice of Company. Market confidence.
Emphasize cross-functional recovery efforts to enable operations and externally bolster confidence in the organization.

For Illustrative Purposes Only

CEO
SITUATION GUIDE

LOSS OF FACILITY

YOUR ACTIONS

- ☐ Make spokesperson decision — whether and when the CEO speaks publicly.
  CMO recommends. Waits on Press statement approval (CLO (Legal)).
- ☐ Approve finalized version of press statement before issued
- ☐ Determine cross-BU operational priority — when GC and ECS share a co-located facility, decide which segment's orders are fulfilled first from constrained alternate capacity and which customers receive priority outreach.
  Neither BU President can make this call unilaterally. The CEO sets sequencing based on revenue exposure, customer criticality, and contractual obligations across both segments.

For Illustrative Purposes Only

FOCUS

Set priorities. Voice of Company. Market confidence.
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THEN

- Strategies built based on BIA
- Built centrally, approved by the team
- Team-level strategies
- Decision-making framework

NOW

- Team member-led
- Individual decisions and actions
- Clear response actions



The Way Forward

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QUESTIONS

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CONNECT WITH ME

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THANK YOU
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