

# How to Get Executive Commitment

For Risk and Continuity



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- The information given and comments made in this webinar represent only the opinions of the presenter.
- The opinions stated or experience shared during the presentation are not meant to reflect on programmes at the current employer of our presenter.
- Our material and comments do not represent or necessarily align with the individual opinions of the organisations developing or certifying under any standards discussed. We merely present this information as individuals.

# Ann Pickren

- Experience
  - 20+ years in Business Continuity, Crisis Communications
  - 1992 – 2008 – Comdisco & SunGard, SVP Consulting & Software
  - 2008 – 2010 – Firestorm
  - 2010 – present – MIR3, COO
- Education & Certifications
  - University of Georgia (Math & Statistics)
  - Georgia State University (MBA)
  - MBCI
- Current industry involvement
  - President, Atlanta Chapter ACP
  - Board member, BCI USA
  - DRJ Executive Council



# My approach today

- Conversational
- Open for questions from the attendees
- Summary brief will be available after the presentation





# HOW TO GET EXECUTIVE COMMITMENT FOR RISK AND CONTINUITY

# Discussion

How to get executive commitment for risk and continuity

- Can you define success?

# What are the characteristics of success?

An executive who:

- Understands why the company must focus on preparedness/risk
- Can articulate the value of preparedness and risk
- Actively supports the strategic mission more than just tactical involvement
- Comprehends the full spectrum of operational resilience and its importance
- Knows their role—and those of their key reports—in any crisis



# Discussion



When things don't go the way you want, what do you think was the main reason your approach failed?



# Discussion

How to get executive commitment for risk and continuity

- What do we mean by executive commitment?



# Executive commitment

What it looks like:

- C-Suite leading the charge
- Everyone is held accountable for managing risk
- Risk-based activities are baked into strategic decision-making
- Preparedness enables winning
- Doing business responsibly is the foundation of your brand



# Discussion

What makes you succeed when dealing with executives?



# Keys to success

- Do your homework
- Talk in business terms – be strategic!
- Remember your ABCs – Always Be Coaching
- Establish links to other assurance disciplines
- Have a story to tell



# Keys to success

## DO

- Talk to initiatives and how operational resilience should be embedded
- Show value
- Use their terminology
- Summarize status
- Discuss specific risks

## DON'T

- Talk in terms that are tied to “our” methodology
- Don't require our structured process
- Don't expect more than 30 minutes on their calendar



# Discussion

Regulated versus non-regulated:  
does that change the approach?



# Regulated versus non-regulated

- Differences do exist ...
  - Compliance-driven vs. business enabler
  - Prescriptive vs. malleable
  - Leading practice vs. good enough
- ... But, some drivers are the same
  - Asset protection
  - Stakeholder accountability
  - Brand and reputation

# Discussion

What do you recommend to those who have not been as successful in building executive engagement and interaction?





# Changing the attitude

- Find an executive champion who can be a sounding board for preparing your pitch
- Identify a potential quick win
  - YES: A specific critical component that can be improved or major risk that would be mitigated through your program's efforts
  - NO: Attack the entire enterprise at once
- Partner with your executive champion to discuss the quick win with the ultimate business owner

# Changing the attitude

- Develop a value proposition on how BCM
  - Enhances value for stakeholders?
  - Enables viable and proactive business decisions?
  - Helps to ensure achievement of the vision/mission?
- Collaborate on ways to expand the BCM conversation beyond regulatory compliance
  - Strategic competitive advantage
  - Earnings Per Share (EPS) improvement
  - Brand and reputation protection/enhancement
- Remind them of the “Prudent Man” concept

# Discussion

Does your organisational reporting structure impact success?



# Thank you!

## Questions?

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