

Making the Case for BCM

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Once upon a time there was an ugly Business Owner

The story of, the 'Ugly Business' Owner, the Devious

And his partner in crime . . . a Devious Techy

'Tecky' and some other 'interesting characters'

Our hero, the BC Manager, in his never ending quest for corporate governance, audit and regulatory compliance must tame these two, but how?

He starts by conducting an Impact Assessment

Our antagonists don't think this is necessary. But they're wrong.

The Ugly Business Owner (always on the lookout for a loophole) says . . . I don't need to do this because it is very unlikely indeed that a plane will crash into my building - sometimes a 'Risk' must be taken

You're right says our BC Manager but there are many kinds of risks

Some threats can be reduced

Some threats can be managed

Some threats are very small

Some threats are very large

And some are more likely than others

So what is the "Right" recovery solution?

Our un-dynamic duo may not be helpful

Putting the “business” back into Business Continuity

- We are our own worst enemies. Providing recovery plans and facilities is easy. We need to put the “business” back into Business Continuity. We need to see ourselves and present ourselves as a business.
- Know Your Customer - YOUR business continuity should be a carefully considered response based on YOUR businesses need for protection. Good plans do not happen by accident but by careful analysis of the threats you face, the impact of non-recovery and what you would like to achieve. There are no short cuts - conduct a BIA.
- Business continuity is not about being good corporate citizens or keeping up with the Jonses/Barclays/CSFBs . . . your recovery solution must be tailored to your organization.
- Many BCM organizations provide as the rationale for multi-million pound spends - this is what everyone else is doing or what we ought to do. Is it any wonder that boards are unwilling to commit? We need to speak to the business in business terms - link risk with economic capital, focus on quantifiable loss. No imagination or good will should be required.
- Writing it down is not enough - Evangelize - Test - Educate - make it visible & transparent. In addition to the obvious benefits of these activities these are your marketing opportunities. Make sure every member of your organization understands the corporate objectives and their role in recovery.
- Through careful analysis, planning and testing we can provide a “fit-for-purpose” capability tailored to the needs of the business which takes into account appetite for risk while at the same time protecting assets, both tangible and intangible, and ensuring we are able to meet obligations.

The Scene

- The BCM Team
 - Must make the case for BCM to the Board
 - They have access to:
 - A number of corporate “experts” including the members of the Board
 - A variety of reference documents (if you need anything you may create it)
- The Board
 - Must balance the needs for good governance and corporate growth with limited finances
 - They have access to;
 - Financial statement including projections for the remainder of the year
 - The agenda for the upcoming meeting of the board
- The Peanut Gallery
 - Will act as “experts” during prep
 - Will be judge/jury during the actual presentations querying both the BCM Team and the Board as to their motives / proposals / decisions