

Purpose

Recent events in today's world have heightened the need for businesses to develop strategies for mitigating, preparing for, responding to, and recovering from small and large scale emergencies. In the context of a highly integrated global economy, nearly every business is likely to feel the effects of emergencies around the world, and in the face of intense competition, it is crucial that all businesses have a plan for continuing operations before, during, and after emergencies of all types.

Because the overall well-being of this country is dependent upon the continued success of small and large businesses, the Institute of Corporate and Public Safety (ICPS) has partnered with Wal-Mart Stores, Inc., Tyson Foods, Inc., and J.B. Hunt Transport Services, Inc., as well as with public sector first responders, with the intent of preparing small and large business to effectively plan for emergencies of all types. More specifically, this course strives to teach executive level managers and small business owners how to develop a comprehensive and effective business continuity program from start to finish.

Benefits

Through the development of a solid business continuity program, participants will:

- 1) Fulfill their fiduciary responsibility to protect employees, the community, and the environment.
- 2) Strengthen their ability to survive and recover from emergencies, as well as protect jobs and investments.
- 3) Justify lower insurance premiums.
- 4) Reduce exposure to civil and criminal liability.
- 5) Limit the impact of risks to their businesses.
- 6) Improve their corporate image and credibility.
- 7) Enhance their ability to respond efficiently and effectively to emergencies of all types.

Organization

This course is made up of an introduction and five Lessons: Introduction: The Business Continuity Process, Lesson 1: Establishing a BCP Program, Lesson 2: Assessing Risks and Impacts and Developing Strategies, Lesson 3: Writing the Plan, and Lesson 4: Testing and Evaluating the Plan.

All lessons will be delivered to you by an instructor who is educated and experienced in a First Response or Business Continuity discipline. In the course of these lessons, you will learn how to form a business continuity planning team, identify functions that are necessary for your business to operate, identify hazards that could adversely affect the continuity of your business, write a business continuity plan that addresses high probability and high impact emergencies, and test and evaluate your business continuity plan. All lessons provide activities that will help you apply what you learn.

Activities in the Introduction involve working together to acquire an understanding of the Emergency Management Cycle, while identifying your roles and responsibilities within a local emergency management framework.

In **Lesson 1**, you will identify functions that are necessary for your business to operate, write a purpose statement, and organize key members of your business into an Incident Command System (ICS).

In **Lesson 2**, you will list potential emergencies in your community, assess the likelihood of each emergency, and determine their possible impact. You will also determine the adequacy of existing resources and capabilities through the use of a Preparedness Prioritization Worksheet (PPW).

In **Lesson 3**, you will discuss how to write an actual plan, which will include an Executive Summary, along with basic plan functions: Planning Operations and Procedures, Direction and Control, Communication and Warning, Logistics and Facilities, Information Systems, Finance and Administration and Training and Curriculum. In the process of learning how to write a plan, you will be prompted to list mitigation, preparedness, response, and recovery activities for each critical business function.

In **Lesson 4**, you will test and evaluate your plan in the context of a tabletop exercise. At the end of each Lesson, you will find a “Lesson Review” that will help you remember the most important points of the Lesson.

Appendices

The Appendices includes a seminar glossary, an acronym list, blank worksheets, a business continuity planning template, and additional references and guides.