

'Evidence shows that every five years, 20% of companies will suffer a major disruption through fire, flood, storm, power failures, terrorism, and hardware/software failures....'

- The Business Continuity Institute

12 - 13 APRIL 2010
CROWNE PLAZA, JAKARTA
15 - 16 APRIL 2010
GRAND MILLENNIUM, KUALA LUMPUR

Eliminating Internal and External Impact
of Business Disruptions Thru'

MANAGERIAL CRISIS MANAGEMENT

Register and Receive a softcopy 'Riding the Tiger - The Art of Business Crisis Leadership'



"Truscott's confident, inspiring 'saddle up and let's go' approach to major crises and sudden emergencies infuses every page of his no-nonsense little book."

- Professor Bruce Horsfield,

Faculty of Art, University of Southern Queensland

Researched & Developed By:

Strategic Partner:

IBN INTERNATIONAL™



- Haiti - Jan 2010 : Haitian Earthquake
- India - Nov 2008 : Mumbai Terrorist Attacks
- Saudi Arabia - Nov 2009 : Jeddah Floods
- Tonga - Sept 2009 : South Pacific Tsunami
- Thailand - Nov 2008 : Suvarnabhumi International Airport Siege by Anti Government Protesters
- Indonesia - July 2009 : Bombing of JW Marriott and Ritz Carlton Hotel
- India - Dec 2008 : Satyam's Accounting Scandal
- Indonesia - Sept 2009 : Southern Sumatra Earthquake
- Worldwide - April 2009 : H1N1 Outbreak
- Australia - March 2009 : Australian Bushfire
- Philippines - October 2009 : Typhoon Parma & Ketsana
- China - Sept 2008 : Melamine Tainted Infant Formula Scandal
- Malaysia - April 2008 : Product Recall of Proton Savy's Rear Wheel Bearing
- Pakistan - Dec 2007 : Assassination of Former Prime Minister Benazir Bhutto

THIS CRUCIAL TWO DAYS WORKSHOP WILL ENABLE YOU TO...

- **Understand** the key characteristics of crisis management and its relationship to emergency management, business continuity, and disaster recovery
- **Develop** effective crisis management policies, plans and procedures to protect vital business assets and minimise downtime
- **Test and audit** crisis management plans to assess effectiveness and room for improvements
- **Improve** Crisis Management plans instead of dated / staggered updates to achieve enhanced readiness
- **Execute** proper crisis communication and leadership during a crisis or disaster
- **Identify** the opportunities to enhance your resilience in the recovery phase and beyond
- **Eliminate** internal & external impacts of a crisis
- **Apply** proactive crisis management strategies and immediate action-damage control
- **Explore** real-life case studies to avoid pitfalls
- **Maintain, Protect and Strengthen** stakeholders and investors confidence
- **Recognise** the inevitability of crisis and the need to plan accordingly
- **Hone** your organisation's level of crisis preparedness capabilities
- **Identify and Act** on the signals of impending crisis
- **Ensure** business continuity in a crisis and post-crisis turnaround
- **Capture** the essence of successful crisis leadership
- **Encourage and Develop** agile pre-emptive and response strategies

Catastrophic events of the recent years have not only claimed thousands of innocent lives but also caused widespread damage and financial losses amounting to **BILLIONS** to businesses around the world.

"The 60-hour terror (Mumbai Terror Attack) ordeal that struck Mumbai on Wednesday night caused a blow of nearly Rs 4,000 crore to the financial capital of the country...."
- Indian Express

In the interlinked global economy, where international borders are no longer relevant, it is unlikely for any business operations to escape the impacts of a disaster, man made or natural, at major international trade and financial centers of the world.

Is your current Crisis Management Plan adequate to cushion the impacts of many costly interruption that are embedded within the layers of your critical business activities?

- Sabotage . Product Recall . Interruption in Communication
- Service Providers Shortcomings . Negative Publicity
- Environmental Incidents . Supply Chain Disruption . Labour Protest
- Change of Government Regulation . Loss of Key Skills . Security Threat
- Cyber Crime . Technical Failure . Utility Outage . Hostile Takeovers
- Sexual Harassment . Boycotts . Fraud

Business interruption is an exposure common to all businesses and loss of critical functions due to these interruptions can drive **YOU RIGHT OUT OF BUSINESS!**

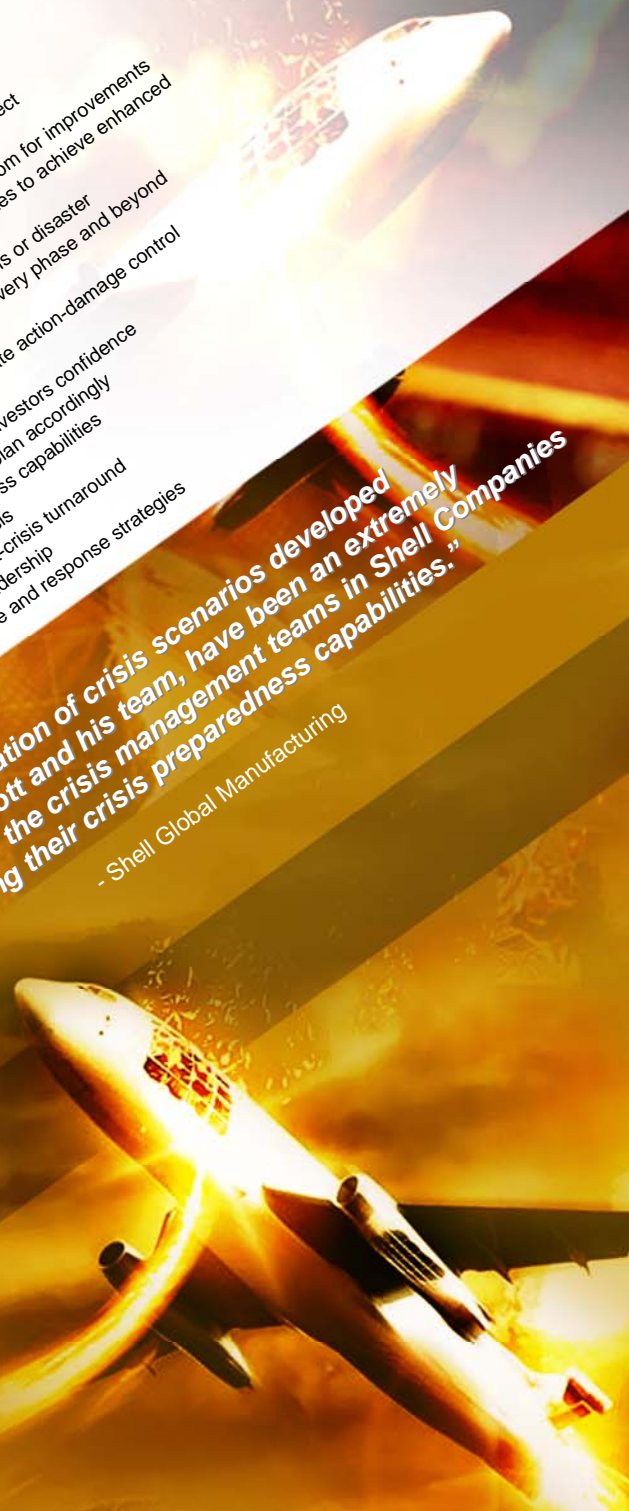
Yet, fewer than 30 percent of the Fortune 2000 companies actually have a full business continuity plan in place.
- Gartner

No matter what the size of an organisation or its industry, **Crisis Management** - or the process by which companies maintain the viability of their business processes in the event of a disruption - is a critical issue facing senior management and corporate boards.

ARE YOU PREPARED?!

"...of all businesses that close down following a disaster, more than 43% never reopen... an additional 29% close for good within two years... and this because they did not have a plan."
- Institute for Business & Home Safety

"The simulation of crisis scenarios developed by Jim Truscott and his team, have been an extremely valuable training for the crisis management teams in Shell Companies in honing their crisis preparedness capabilities."
- Shell Global Manufacturing



THE AGENDA

Module 1 Crisis Management in The Context of Precursor Risk/Issue Management and Crisis Management Strategy and Plans

- Recognition of a crisis, emergency or outage
- Notification and activation of the appropriate response
- Problem-solving and decision making
- Developing and implementing strategy
- Communicating, communicating and communicating
- Returning to customer facing solutions or business as usual
- What is a strategy?
- Treating the media not as a threat, but as a resource to be exploited
- Responding to the media and retaining the messaging initiative
- Strategies for when *it hits the fan* in the nine crises of business;
 - Cash flow
 - Industrial relations
 - Public perception
 - Top management succession
 - Hostile takeover
 - Sudden market shift
 - Product failure
 - Adverse international event
 - Regulation and deregulation
- Identification of opportunities in a crisis

Exercise: Role Play and Live Media Playlets

Two Crisis exercises involving participants working as the Crisis Management Team, Spokespersons and the Communications Support Team. The participants will operate in two groups and counter play against each other in each exercise. The counter players will simulate all internal and external stakeholders depending on the nature of each scenario. Role play will be based upon crises in Indonesia/ Malaysia and surrounding regions.

Module 2 Three Practical Business Impact Analysis (BIA)

- Evaluating business processes and their tolerance to outages

- Insights behind successful BIA
- Terminologies, Methods and Pitfalls
- What is a BIA and how to complete the analysis?
- What is important about a top-down approach?
- How to carryout a 3rd party BIA?
- What is the difference between Maximum Acceptable Outages (MAO), Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO)?
- Why do some people think they are more important than what they really are - learning how to overcome the human factor
- Identifying critical infrastructure and single points of failure

Module 3 Selecting the Recovery Strategy

- Important aspects and key considerations to make in developing an organisation's Business Continuity Management
- Brainstorming mitigation and recovery strategies
- How to measure risk tolerance and risk appetite and when is it advisable to do nothing?
- What are manual workarounds for 'denial of asset' and 'denial of people'?
- What is the difference between Interim Operations and Full Recovery?
- What do BC clauses in 3rd party contracts look like?
- What should be in a BCP?
- What to do with fat plans?
- How to overcome corporate obsession with templates?
- What do plans for mass casualty events look like?

Module 4 Understanding How Virtual Crisis Management Environments Can Help to Coordinate BC Plans

- How does multiple city/country business operations affect the BC plan?
- The concept of 'Virtual Crisis Management Environments'
- What are Virtual Crisis Management Environments?
- Best methods on how to store and update BC plans
- Collaborating between different time zones and locations

Module 5 Testing and Auditing Business Continuity Plans (BCP) to Ensure Readiness and Effectiveness

- Learn how to test and practice the BC capability
- Understand what a BCP audit is, what it includes and addresses, and who are involved
- Learn what induction, come-on-board and ongoing training programs are all about, and how to implement them in the organisation
- Develop understanding of existing standards, guides and regulations that help BCM
- What a mature BC budget looks like
- What is the value of walk-through and talk-through versus desktop approaches to testing?

Interactive Simulation: Business Continuity Simulation in A Crisis Setting - The Corporate Eskimo Roll

This highly interactive simulation gives participants the opportunity to develop and benchmark skills with fellow delegates. Participants will work as industry aligned Management Teams to develop and implement BC, liability and reputation strategy under pressure. This drill will be done based on a scenario requiring each Management Team to find and check the facts, identify stakeholders and prioritise issues, brainstorm potential strategies and develop a pathway to the future. This is a unique opportunity to learn how the best Management Teams multi-task, using plenary sessions and timeouts to achieve team and time discipline.

"It occurred to me a number of times, how businesses at times overlook seemingly innocuous processes, which are almost second nature to us, and land in a soup. We shall continue to explore possibilities of using your skill set, which let me put it simply, is rare in the corporate world."

- Sanjiv Bhalla - Head Business Security & Crisis Management, BP India

NOTE FROM THE SPEAKER

Dear delegate (s),

I am excited about bringing our Crisis Management workshop to Jakarta and Kuala Lumpur. Over the past several years I have worked with organisations around the world helping them develop Crisis Management practice and plans that is aligned with their business objectives.

This workshop will provide unique insights into crisis management including the mental toughness, stamina and tenacity that people require. It will highlight big ticket items for participants to work on improving in the short term and also organisationally looking forward, both weaknesses and strengths. Businesses at times overlook seemingly innocuous processes and land in a hot soup. Participants will be exposed to skill sets which are rare in the corporate world.

We will deal with asymmetric threats - real heart stoppers for any business, that will have you rethink your Crisis Management initiatives. They are very rarely listed or even considered by the majority of your more pedestrian competitors.

*See you soon!
Jim*

