

'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



27 - 28 JUNE 2011  
JW MARRIOTT, KUALA LUMPUR

Integrating BCP & BIA Thru' Effective

# MANAGERIALSIS 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™



Mar 2011, Japan : Earthquake and Tsunami Left 500,000 Homeless, Tens of Thousands More Dead or Still Missing  
 Mar 2011, Japan : Nuclear Power Plants in Fukushima Crippled in Earthquake and Tsunami Disaster, Radiation Threatens Millions of Lives in Japan and Across Regions  
 Mar 2011, Worldwide : Crises in the Middle East and Japan Threaten to Thrust Global Economies into a Second Recession as Oil Prices Surge and Global Food and Industry Supplies Reliant on Japanese Exports Thin Out  
 Feb – Mar 2011, Libya : Violent Clashes between Anti-Government Rebels and Ruler Moammar Gaddafi Escalates into Civil War  
 Dec 2010 – Mar 2011, Middle East & North Africa : Widespread Protests and Increasingly Violent Demonstrations across the Region in Demands for Democracy and End of Authoritarian Rule  
 Dec 2010, Australia : 22 Towns in Queensland Flooded, Over 200,000 Evacuated from Homes  
 May 2010, Thailand : Protests in Bangkok Ends with a Bloody Military Crackdown, Killing 91 and More Than 2,100 Injured  
 April 2010, U.S. : Deepwater Horizon Oil Rig Explosion Unfolded Serious Environmental Crisis Following Oil Spills in the Gulf of Mexico  
 April 2010, Iceland : Volcano Eruption sent Plume of Ash across Flight Paths, Disrupting Airspace from Ireland to Finland  
 February 2010, U.S. : Toyota Motor Corp Recalls Millions of Cars with Safety Problems and Defective Parts

**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 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 leadership
- 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 global financial turmoil sparked by Japan's earthquake, tsunami and nuclear crisis - which has wiped out about \$300 billion in U.S. stock values alone this week - is particularly troubling for the United States and several other countries, where an economic recovery has been showing signs of derailing because political unrest in Libya and the Middle East has led to a sharp run-up in crude oil prices."  
 - USA Today, published March 16, 2011

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 Regulations . 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 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 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 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

# THE WORKSHOP LEADER



**Jim Truscott** is an internationally renowned expert on Crisis Leadership, Crisis Management, and Business Continuity. He has been a Crisis Practitioner and Business Continuity Planner for his entire career, initially in government special operations where he was intimately involved in coordinating strategic responses to regional and global crises, and now as a consultant and chartered engineer.

Jim Truscott and his Asia Pacific team of Crisis Practitioners and Continuity Planners counsel management and executing staff from the Control Room through to the Boardroom regarding the art of Crisis Leadership. His extensive experience in planning strategy in situation rooms and concurrently managing emergencies in operations rooms allows him to advise corporations and businesses across sectors in preparing for and executing emergency operations. Jim has been a Crisis Practitioner for almost 36 years now, initially in the SAS where he was intimately involved in the strategic security problems in Papua New Guinea, Cambodia, Iraq, Indonesia, East Timor, Sydney Olympics, the Solomon Islands, Bougainville & the Southern Ocean.

Jim writes business contingency plans to deal with an array of issues, threats and risks, and has consulted in over 20 countries. He has offered services to high-risk international engagements, planning and controlling politically sensitive government operations for the successful resolution of international crises, including corporate sectors like Banking, Insurance, Broking, Government, Manufacturing, Mining, Rail, Aviation, Maritime, Energy, Water, Power, Oil & Gas, Construction, and FMCGs.

He has remarkable experiences conducting workshops and seminars in crisis management, business continuity planning and also crisis communication in over 20 countries that includes Indonesia, Malaysia, Singapore, Thailand, Qatar, Dubai, Pakistan, Romania, Saudi Arabia, and many other crisis prone countries across multiple sectors including banking, insurance, broking, government, manufacturing, mining, rail, aviation, maritime, energy, water, power, construction, oil & gas, fast moving consumer goods, not for profit, hotel and entertainment.



## CLIENT TESTIMONIALS

"Jim has delivered a high quality and relevant crisis management workshop which perfectly meets the requirements of guiding the top management on Business Continuity Management in the event of crisis situation."  
- Surya Suhendra, Security Director, PT International Nickel Indonesia

"Exploring for oil in harsh and remote environments is a challenging business. Being able to successfully manage and recover from an emergency or crisis situation is not only an essential survival technique but good business. Applying the knowledge has given our organisation the ability to 'master the game' and 'ride the tiger'."  
- Bruce Hayes, Group Security Manager, Oil Search Limited

"Very insightful, presenter was able to capture my attention and interest throughout the workshop. He always engages the participants, and provided a lot of practical and real life examples which made presentation concepts easier to relate to."  
- Brian Ningkan, Manager, Group Crisis Management, PETRONAS

"I have been involved in many exercises facilitated by various ER specialists, and the CMT training exercises ranked amongst the best. My thanks for that and I certainly look forward to future interactions."  
- Nik Fitzpatrick, HSE Manager, Clough Group

## PARTIAL CLIENT LIST

