

# Business Continuity

Running the meeting well



# Importance of Strategy thinking

# Things to consider

- Who is the leader in the room?
  - They must chair
- It's not a democracy
- It's not a chat or debate
- Be clear on the strategy
- Make decisions
- PR comes last – it has to hear everything else



# Running a disaster meeting

The Scandi-method

# AIRCRAASH - SURVIVAL EXERCISE

- You are the sole survivors of a plane crash in a desolate area, clearly many miles from civilisation
- You have the clothes you are standing in and the list of items attached
- It is warm during the day and cold at night
- There is a stream nearby where animals come to drink



# Inventory from the air crash

- A 15m length of rope.
- An un-opened parachute.
- 48 boxes of Chocolate bars.
- A barometer.
- 20 litres of water.
- 200 track suits assorted sizes.
- A pistol with 6 bullets.
- A bottle of Gin.
- A Tom Jones CD.
- A copy of Le Monde, yesterdays.
- 2 cigarette lighters, full of gas.
- Pens paper and pencils.
- A fully charged mobile phone but no reception.
- A torch, (wind up).

# The meeting ....

No	Minutes	Item	Presented By	Resultant action and Time Frame
1	2	Situational Overview Summary	Chair / temp leader / SME (senior)	
2	1	Indication of strategy and direction	Chair / temp leader / SME (senior)	
3	2	All present business units consider issues and ideas for action	This is done in silence	
4	10	Business units report for 1 minute each on the <ul style="list-style-type: none"> <li>• issues affecting               <ul style="list-style-type: none"> <li>• People</li> <li>• Systems</li> <li>• Premises</li> <li>• Business</li> <li>• Reputation</li> </ul> </li> <li>• Intentions               <ul style="list-style-type: none"> <li>• 0-24 hours</li> <li>• 24 hours plus</li> </ul> </li> <li>• Any required help</li> <li>• Any escalation for direction</li> <li>• Any likely PR issues</li> <li>• Who you need to catch up with afterwards</li> </ul>	Business unit representative. This is high level and <b>not a debate</b> . It is heard in silence by the rest	
5	3	Direction for business areas	Chair / temp leader / SME (senior)	
6	2	AOB and next meeting time	Chair / temp leader / SME (senior)	



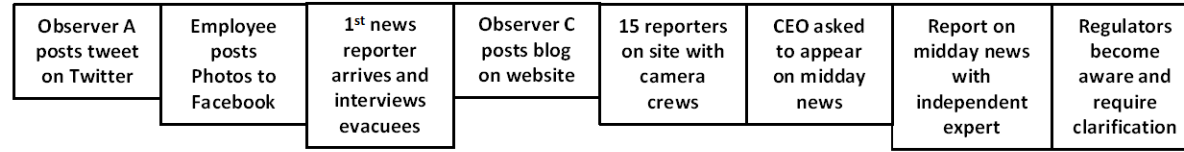
Now do it  
again...

- One person sets strategy
  - Are we going to stay here and await rescue or
  - Are we going to leave
- Re run the exercise now you know the strategy and the meeting method

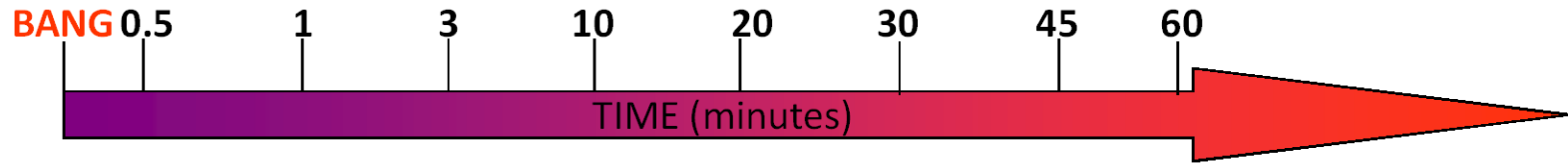
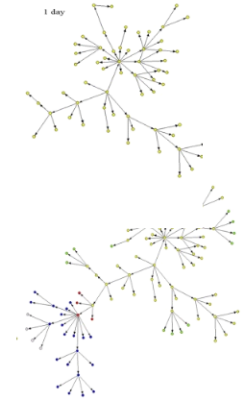
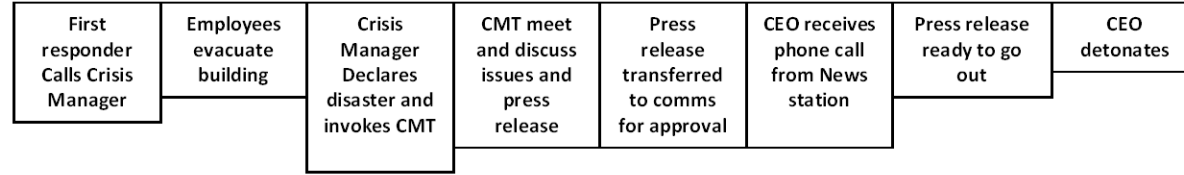


Viral – how long have you got?

The Outside World



The Inside World



Number of External People that know that something has happened: **3,000,000**

Number of external People that know a correct version of what has happened: **0**

Number of Stakeholders that know that something has happened **28,000**

Number of sanctioned Press Releases: **1**