

Business Survival Newsletter

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BUSINESS SURVIVAL(tm):
A BUSINESS CONTINUITY NEWSLETTER FOR DECISION MAKERS
FROM ROTHSTEIN ASSOCIATES INC.

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- Among Our Favorite Quotes
- Incident Command System (ICS)
- Top Management Perspective: A Brief Survey
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AMONG OUR FAVORITE QUOTES:

Everyone has a plan until they get hit. - - - Mike Tyson

INCIDENT COMMAND SYSTEM

The Incident Command System (ICS) is the model tool for command, control, and coordination of a response and provides a means to coordinate the efforts of individual agencies as they work toward the common goal of stabilizing the incident and protecting life, property, and the environment. ICS uses principles that have been proven to improve efficiency and effectiveness in a business setting and applies the principles to emergency response.

An independent self-study course on Basic ICS (IS-195), including self-tests, is available for download on the Federal Emergency Management Agency site at <http://www.fema.gov/emi/crslist.htm>.

An instructor s guide and student guide for ICS are available from The Rothstein Catalog On Disaster Recovery at www.DisasterRecoveryBooks.com.

BUSINESS IMPACT ASSESSMENT - SURVEY SAYS..

Rothstein Associates conducted a survey of 46 diverse organizations on their approach to Business Impact Assessment (BIA). Among the more interesting findings:
-12 of 46 (26%) used a software tool to conduct their most recent BIA;

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- 19 of 46 (41%) used word-processor generated data collection forms or templates;
- 8 of 46 (17%) conducted their BIA principally through an interview process;
- 17 of 46 (37%) used email or online data collection (in combination with one or more of the above)
- 7 of 46 had not conducted a BIA or BIA review within the past four years.

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NEW BUSINESS CONTINUITY WWW SITES

Three new sites have launched recently:

www.eBUSCON.com

eBUSCON.com is the one-stop, multi-vendor online source for Business Continuity products, services and professionals. At eBUSCON.com you can buy BC products, hire BCP professionals, contract for BC services, find BC career opportunities, and more.

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www.GlobalContinuity.com

globalcontinuity.com provides daily news and updates covering the subjects of business risk, contingency planning and business continuity. In this web site you will find all the information that you will need to manage your business to its operational maximum and to prepare for any possible business interruption.

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www.continuityplanner.com

ContinuityPlanner.com is a project sponsored by the South-Western Ontario chapter of the Disaster Recovery Information Exchange. Participation in ContinuityPlanner.com is free, and open to all individuals interested in business continuity planning. Its purpose is to help develop an on-line community of Business Continuity Planners to share their experience and knowledge with each other, and to promote collegiality and professionalism in business continuity planning.

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ON A LIGHTER NOTE...

This news item was forwarded by Patricia Bennett, FBCI, a New-Jersey-based consultant:

Fire investigators on Maui have determined the cause of a blaze that destroyed a \$127,000 home... a short in the homeowner's newly-installed fire prevention alarm system. "This is even worse than last year," said the distraught homeowner, "when someone broke in and stole my new security system..."

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AN UNSETTLING WWW SITE

The USGS "Zip Code Earthquake Ground Motion Hazard Look-up Page" is at: <http://geohazards.cr.usgs.gov/eqint/html/zipcode.shtml>. You provide a Zip Code and out comes the predicted seismic ground motion for that location... if you really want to know. Our thanks to Disaster Research from the Natural Hazards Center (<http://www.colorado.edu/hazards>) for steering us to this handy tool.

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RECOMMENDED READING

BUSINESS CONTINUITY: BEST PRACTICES

by Andrew Hiles, FBCI

This new book has been endorsed by The Business Continuity Institute International (BCI) and The Disaster Recovery Institute International (DRII). Both organizations have provided forewords.

This is the first book to provide a planning, development and implementation framework for business continuity based on the Ten Core Units of Competence jointly formulated by BCI and DRII.

"The Business Continuity Institute welcomes the publication of this new book by Andrew Hiles. There has been a lack of publications of this type to assist the newly appointed business continuity manager to the important discipline of Business Continuity Management. The knowledge contained in this book will support the individual's development and the successful implementation of BCM into organizations.

- John Sharp, FIMgt, MCIM, Chief Executive Officer
The Business Continuity Institute

"The Disaster Recovery Institute International (DRII) welcomes this new and comprehensive contribution to Business Continuity Management. It will provide an invaluable reference work for those new to the profession and a source of help to experienced practitioners."

- Paul R. Thomas, Jr. and Benny D. Taylor
Vice-Chairman of the Board and Chairman of the Board
Disaster Recovery Institute International

2000, 303 pages (approx.). Order #DR470, \$169.00 +S/H.

Annual supplements are planned. The first supplement is free upon registration (when published).

As a special offer to Business Survival readers, the book DISASTER RECOVERY TESTING: EXERCISING YOUR CONTINGENCY PLAN (Philip Jan Rothstein, Editor), regularly \$65.00 is half price (\$32.50+S/H) if purchased together with Business Continuity: Best Practices (prepaid orders only, please).

Video: CRISIS MANAGEMENT: PLANNING FOR THAT INEVITABLE DISASTER

and companion book:

CRISIS IN ORGANIZATIONS (New - Second Edition) by Dr. Laurence Barton

Continued

This fact-filled video and the new revision of the best-selling companion book, provide a comprehensive overview of the management and communication priorities that must be addressed in a crisis. Step-by-step, you will learn how to:

- effectively respond to news media questions
- galvanize your employees
- work dynamically with regulators, stockholders and the general public in the aftermath of a disaster.

The newly revised book Crisis In Organizations (Second Edition) offers extensive, new case studies and insights.

Book and Video: \$145.00+S/H. Order #DR156.

ROOT CAUSE ANALYSIS HANDBOOK:
A GUIDE TO EFFECTIVE INCIDENT INVESTIGATION
by Risk & Reliability Division, ABS Group, Inc. JBF Associates

"Root Cause Analysis Handbook: A Guide to Effective Incident Investigation presents a proven system designed for investigating, categorizing, and ultimately eliminating, root causes of incidents with safety, health, environmental, quality, reliability, and production-process impacts.

"Defined as a tool to help investigators describe what happened, to determine how it happened, and to understand why it happened, the Root Cause Analysis System enables businesses to generate specific, concrete recommendations for preventing incident recurrences.

1999, 215 pages plus pull-out Root Cause Map.
Order #DR388, \$105.00+S/H.

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