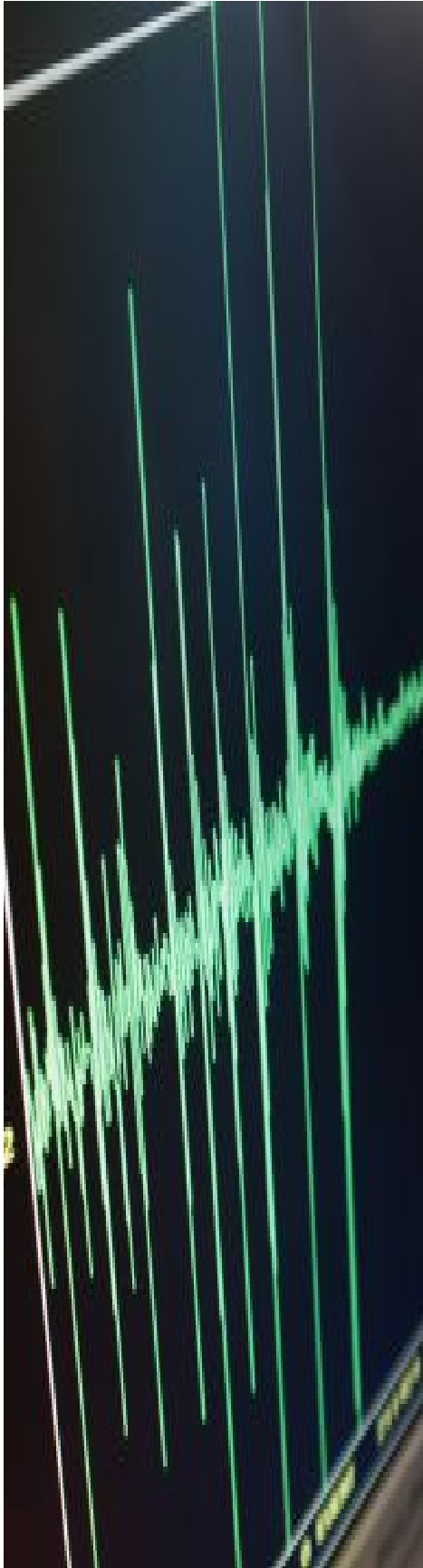


# BUSINESS CONTINUITY PLANNING



Events in Christchurch and Japan have raised an awareness of the need for businesses to prepare for disruption. This is frequently referred to, erroneously, as Disaster Planning. In a business context the whole point of planning is to prevent a crisis turning into a disaster. And, for a business, disaster is the failure to survive.

The purpose of this bulletin is not to tell you why you need a Business Continuity Plan (“BCP”); you will already understand that. The purpose is to demonstrate how we can guide you through the process. We have found that many businesses, whilst recognising the need to plan, struggle with the implementation.

We will help you arrive at a concise plan that will give you the confidence to respond to most of what fate can throw at you.

## Incidentally, in case the obvious question arises:

“I have insurance, why do I need a BCP to survive?” **the answer is:**

“A good BCP will make sure you still have a business when you receive the insurance money; there’s small comfort having the cash, but no customers”.

## HOW CAN WILLIS HELP YOU?

The first thing we can do is talk to you without any charge or obligation to take matters further. We will discuss with you your needs, and outline the process for you. If you already have a plan, we will review this for you.

If you like what we have to say we will prepare a proposal for you as to how we can help. Broadly, this help will cover:

- § Identifying with you and documenting your key business dependencies
- § Reviewing your critical threats
- § Suggesting simple cost-effective mitigation strategies
- § Providing a short document that sets out the plan and the crisis response measures
- § Conducting with you a short tabletop exercise as a means of training your managers and helping them to be familiar with the process of crisis management

## WHAT DO YOU GET OUT OF THIS

1. You get a simple process that does not eat into the time of your managers
2. You receive advice on how your business vulnerabilities may be alleviated
3. You get a plan and the training to help you respond effectively to a crisis
4. You take the disaster out of crisis

## HOW DID *OUR* BCP RESPOND WHEN THE CHRISTCHURCH EARTHQUAKES STRUCK?

**Very well indeed!** Our Christchurch office in Montreal Street was affected on both occasions. Our office suffered considerable damage on 22 February, and today we work from long term temporary offices some distance from the damaged premises.

In fact, our staff responded admirably to our BCP, with back-up computer, telephone systems and client services all restored soon after the event, albeit including some great patchwork solutions from individual colleagues. We acknowledge a professional services business has different challenges from that of a manufacturer, distributor or retailer of a hard product business. The concepts and basic planning needed to respond efficiently to the unexpected are the same.



## CONTACT

Contact us to arrange an initial consultation that will enable us to provide you with a Process Summary and indicative cost of helping you design your BCP.

For further information, contact your Willis Client Advocate® or one of our Willis Risk Consulting specialists:

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