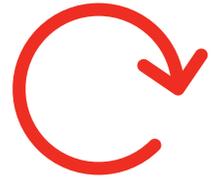


ISO 22301 Business Continuity Management

Protecting yourself from the unexpected

Executive Briefing



Most organizations will face a disruptive incident at some point. Companies that aren't able to resume operations within ten days of a major disruption are not likely to survive.*

There's a growing recognition of the need for an effective Business Continuity Management System (BCMS). Building a resilient business that's well-equipped to recover from a disaster is crucial for the longevity of any organization and ISO 22301 is an excellent tool to help you to do this.

ISO 22301

ISO 22301 helps you to put in place a robust, effective and fit-for-purpose business continuity management system. Our clients tell us that they have gained the following benefits from certification, including:**

- **82%** helps manage business risk
- **73%** inspires trust in our business
- **72%** protects our business

Risks to business can be diverse and you need to make sure that your organization is agile enough to deal with any kind of disruption. Recent research shows the top threats perceived by businesses are:***

- **85%** Cyber attack
- **80%** Data breach
- **70%** Unplanned IT outages
- **57%** Utility supply outage
- **55%** Act of terrorism

Here is where ISO 22301 can help make your organization more resilient.

Gives clarity so you can create a clear plan of action

When disaster strikes, how you manage the flow of information is crucial. ISO 22301 requires top management to make sure that everyone knows their roles and responsibilities in the event of an incident. You also need to have a clear chain-of-command. This includes communicating with all stakeholders and if necessary, the media. Clear communication channels help you to deal with an incident swiftly, keep stakeholders up-to-date, and set clear expectations.

Builds a forward-thinking and resilient organization

ISO 22301 requires you to identify and assess how your BCMS supports your strategic objectives, and shows you have good corporate governance in place. It requires you to make key considerations, identify key issues and plan relevant approaches in the event of an incident, which are all crucial in building for long-

term success. All too often, a lack of leadership and preparation has contributed to the failure of a business to survive an incident, and has led to high profile job losses. ISO 22301 helps you to identify clear roles and responsibilities, including those in a leadership position, so when disaster strikes you can lead from the top.

Protects your reputation and reassures stakeholders

How you respond to an incident can make or break your reputation, and if you respond well, it can enhance your brand. Certification to ISO 22301 sends a clear signal to customers, suppliers and other interested parties, and gives them confidence in your ability to recover. Whether you're producing a product or delivering a service, it's crucial you can work effectively with your stakeholders during a disruption, especially when supply chains can be complex and fragile, and outsourcing is increasingly common place.

Reduces risk and minimizes financial losses

Certification to ISO 22301 should not just be considered as an overhead but a good return on investment. A robust BCMS can demonstrate to insurers that you have taken the appropriate steps to manage risks, which could save you money.

The quicker you can recover from the unexpected, the stronger the position you'll be in to minimize the adverse impacts on your organization. These could include financial losses, loss of market share, a tarnished brand or supply chain failure. Damage to any of these could affect your bottom line, and your ability to thrive and prosper for the long-term.

BSI provides a unique combination of products and services to support the adoption of ISO 22301.

To find out more about how BSI can help you, visit: bsigroup.com/en-US



...making excellence a habit.™

Top tips on making **ISO 22301** effective for you

Every year we help tens of thousands of clients. Here are their top tips.

Top management commitment is key to making this a success

“The earlier that organizations talk to senior managers, the better it will go for them so have those discussions early”.

John Scott, Overbury, leading UK fit-out and refurbishment business

Keep staff informed of what’s going on, create a team or assign a champion, as this will increase motivation. This could include a well communicated plan of activities and timescales.

“When we decided to implement the new standard, we assigned an internal champion of the standard inside the organization”.

Ronald Tse, Ribose, Hong Kong based cloud services provider

Think about how **different departments work together** to avoid silos. Make sure the organization works as a team for the benefit of customers and the organization.

“With ISO 22301 in place, we are all talking the same language about the business. We all understand what is meant by best practices and we are better able to deliver on our customers’ expectations even during an impactful business event”.

Dan Nickel, Ciena, US based network solutions provider

Review systems, policies, procedures and processes you have in place – you may already do much of what’s in the standard, and make it work for your business.

“The BCM system is a great reassurance. It has enabled us to make plans to mitigate problems quickly if they occur– for example, to identify a second water supply and provide electricity back-up – things we wouldn’t have done otherwise”.

Andy Drummond, Lettergold Plastics Ltd, UK engineering company

Speak to your customers and suppliers. They may be able to suggest improvements and give feedback on your service.

“They [customers] know we have a solid framework for service continuity and ability to restore all services to business as usual operation in the least possible time”.

Sanjay Verma, Dunn & Bradstreet (Australia), global business information provider

Train your staff to carry out internal audits of the system. This can help with their understanding, but it could also provide valuable feedback on potential problems or opportunities for achievement.

“Staff awareness training was vital to the success of ISO 22301 implementation project”.

Jide Orimolade, AllCO Insurance, Nigerian life insurance provider

And finally, when you gain certification, celebrate your achievement and use the **BSI Assurance Mark** on your literature, website and promotional material.



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