2018 Secure360 Twin Cities

Engaging
The “Participants”

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1:00 PM

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Ground Rules

• Ask questions
• Participate in the session
• No attribution outside of this session
• Help your fellow professionals
• All questions are good questions (some may need to be answered after the session)
What is the definition

en·gage·ment
[inˈgaɪmənt, ɪnˈgaɪmənt]
NOUN

engagements (plural noun)
a formal agreement to get married.

synonyms: betrothal, betrothment, marriage contract, plighting of one's troth, espousal, affiance, affiancing, handfast, sponsalia, subarrhation

the duration of an agreement to get married.
"a good long engagement to give you time to be sure"
an arrangement to do something or go somewhere at a fixed time.
"a dinner engagement"

synonyms: appointment, arrangement, commitment, meeting, tweetup, interview, consultation, session, date, assignation, rendezvous, tryst

the action of engaging or being engaged.
"Britain's continued engagement in open trading" · "the engagement of the gears"

synonyms: participation, participating, taking part, sharing, partaking, involvement, association

a fight or battle between armed forces.

synonyms: battle, fight, clash, confrontation, encounter, conflict, struggle, skirmish, dogfight, affray, attack, assault, offensive, warfare, action, combat, catarrh, shoot-out, scrap
What do we want in BC Programs?

- Participation
- Sharing
- Involvement
- Association
What we often get

- Battle
- Fight
- Clash
- Hostilities

- Both are engagement (Oxford Online Dictionary)
What do we want to work on today?

• What's needed and what's not in a continuity plan.
• How do we drive better participant engagement - the key is low frustration.
• What is the perfect plan for our organization? And keys to making plans better each year.
The Goals and the realities

- Participation
- Sharing
- Involvement
- Association

- BIA
- Risk Assessment
- Plan entry/upkeep
- Exercises
BIA

- What is included?
- How often do you update?
- Who completes it?
- Who approves it?
- How long does it take?
- What is really needed?
- Separate from planning?

Is there a better way?
Risk Assessment

• Who completes it?
• Regulatory Requirements?
• How often?
• When does it change?
• Is it Useful / Needed?

Is there a better way?
Business Continuity Plans

- Who Completes?
- How much time?
- How much help?
- How Useful?
- How Long?
- All Hazards or scenario focused?

Is there a better way?
What is common in all the approaches and questions we had on the previous slides?
Building Engagement

• Reduce the frustration!
• Inclusion
• Assistance
• Hands on help
• You control the plan – not the software
Ideas

• **Risk based approach**
  - Impact driven
  - Understand all aspects of risk solutions
  - Impact Tolerance
  - Focused on what fails
  - Plays to strengths

• **Train, help, train again**
  - When the tasks become easy the frustration goes away and the process is just how we do things.
  - Personal touch is still best

• **Exercise, Exercise, Exercise**
What engages the participant?

• **Senior Leadership**
  - Revenue Protection
  - Cost reduction
  - Brand Protection
  - Reduced Effort

• **Department Leaders**
  - Keep Leadership Happy
  - Minimize time to complete
  - Easy
  - No Pain to support

• **Plan Owners**
  - No learning curve
  - Works like we do
  - Minimal effort
  - Easy

• **Coordinators**
  - They actually get it done
  - I don’t have to fight
Keys to Success

• Leadership is involved and active
• Practice, Practice, Practice
• Constant communication internally and externally
• Active participation by many people across the organization
• Have a core team to help make plan decisions and provide the larger context while planning
The workshop

For those attending the workshop, we will take your plans and as a team help each other go through each process to find ways to simplify and bring – Engagement
Final thought

This entire session has used one of the engagement techniques on you today.

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