

*eSentio*

Law Firms

NOTHING BUT THE BEST

Project Planning

Consulting Technology

PARTNERS

Records Management Consulting

Si quis in regione aliquam deus, cum ea maxime dicitur  
procedat, qui quodammodo est, ne via adhaec dicitur, non  
aliter hanc placet in. Sed offertur et qui, prima sunt  
thoumibus in me. Et per hanc deus exoptat, donec  
dispositio in hanc in hoc, in hanc hanc in hanc in hanc in hanc  
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2007 NALS Education Conference and National Forum:

A Broad Perspective of Contingency Planning and  
Disaster Preparedness

*Presented by Atlas Lee*

*October 12, 2007*

# ▶ Agenda

- Definitions
- High level overview
- People factor
- Pandemic Planning
- Questions

# ▶ What is Business Continuity

- The ability of an organization to provide service and support for its customers and to maintain its viability before, during, and after a business interruption

# ▶ What is Business Continuity Planning?

- It is about mitigating risk
- It is about recovering the business
- It is about recovering IT
- More importantly, it is about your greatest asset in the recovery process (your people!!)

# ▶ What is Disaster Recovery?

- The ability of an organization to respond to a disaster or an interruption in services by implementing a disaster recovery plan to stabilize and restore the organization's critical functions

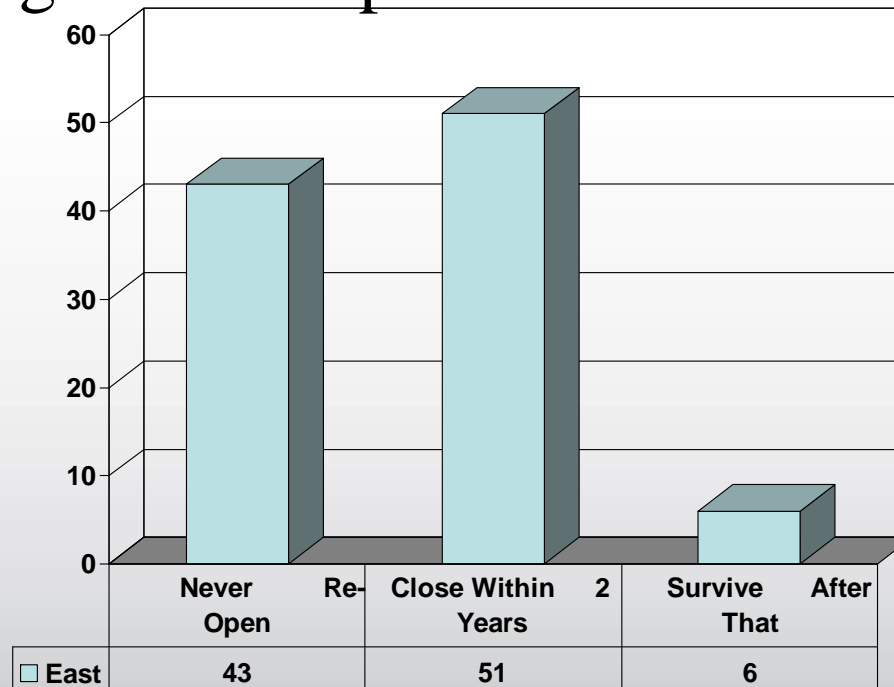


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# ▶ A Compelling Case!

- 43% never reopen!
- 51 % close after two years!
- 6% suffering a catastrophic data loss survive !

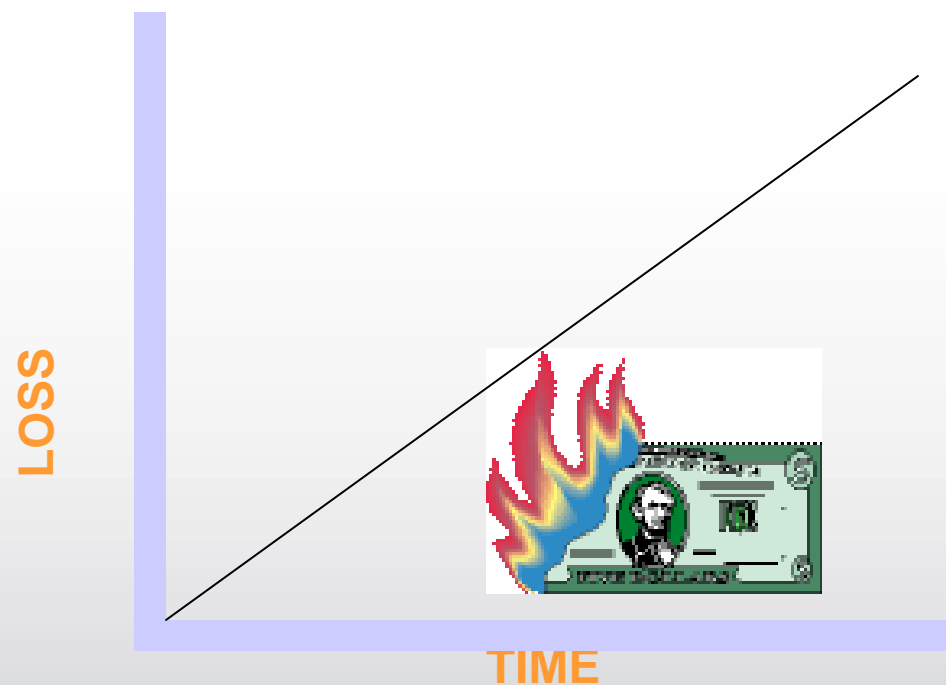


# ▷ Ramifications of Not Being Prepared!

- Loss of revenue
- Loss of clients
- Loss of internal resources
- Negative publicity
- Loss of creditability
- Loss of your competitive edge

# ▷ Delay Equals Doom!

Delayed recovery of your firm!



# ▶ Benefits of Being Prepared

- Reduces questions and decisions
- Reduces recovery time window
- Reduces disaster related expenses
- Reduces confusion
- Aids the ability and confidence to recover
- Protection of your employees and client assets

# ▶ Its Not Just About Technology!

- Protecting the firm as a whole
- Life safety issues
- Minor situation, major complications
- Client's confidence in you
- Internal confidence in the plan, preparation and state of preparedness

# ▷ Its a New Day!

- People are now paying attention!
- 24 x 7 x 365 expectations
- Client demands and/or mandates
- Terrorism
- More catastrophic events
- It can happen anywhere at anytime

# ▷ Why Are Firms Not Doing It?

- Lack of interest or buy in from the Executive Level
- Don't have the resources (money, personnel, etc.)
- There is a mind set that insurance will take care of it
- There is a mind set that it is not needed
- We will take our chances!



# ▶ Why Should You Do It?

- To protect the investment of the firm
- To protect the investments of your clients
- In some cases it is being dictated by the clients
- Due diligence
- You do not want to be caught unprepared
- Protect your most valuable asset, the people!

# ▶ Issues to Possibly Address

- Terrorism
- Workplace violence
- Pandemic
- Personal problems



# ▶ The People Factor

- The Value Proposition

Care = Productivity = Profitability



# ▶ The Mental State

- Things you will encounter!



# ▶ The People Factor - CONSIDER

- Consider the needs of your employees
- Some will have additional emotional problems
- Some will have additional financial
- issues
- Show that you care!

# ▶ The People Factor - COMMUNICATE

- Provide consistent, clear, concise communications to your staff
- Provide status information as often as feasibly possible during a crisis
- Communicate, don't dictate!

# ▶ The People Factor - COUNSEL

- Provide professional counseling
- Listen
- Be sensitive to their situation

# ▶ The People Factor - CATER

- Provide things that bring comfort during a crisis such as meals, drinks and rest areas
- Say “thank you!”

# ▷ Tips for Leaders

## ■ WHEN DISASTER STRIKES

### ▷ Mindfulness

- Emotional awareness
- Empathy
- Keen sense of one's surroundings

### ▷ Self-awareness & Self-control

- Think quickly
- Remain somewhat dispassionate
- Instill hope through verbal & nonverbal means

# ▷ Tips for Leaders

- ▷ Think in advance about employee's need to
  - Mourn, grieve and pay tribute to those who lose lives
  - Give blood, collect clothing and books
  - Attend funerals
  - Create memorials
  - Give up sick leave/vacation time to others in desperate need
  - Set up foundations and contribute dollars

## ▶ Proactive Measures

- Protect your employees and provide for them
- Ensure employees know how to respond to emergencies
- Provide employee assistance
- Provide temporary aid if necessary

# ▶ Trust Builds Resilience!



# ▶ The Ultimate Goal!



# ▶ Pandemic Planning Overview

- A pandemic is an outbreak of an infectious disease that spreads worldwide, or at least across a large region.
- Pandemics happen only occasionally when a completely new Influenza A virus circulates
- Bird flu is currently the avian influenza strain H5N1

# ▶ Pandemic Planning Overview (cont.)

- There are no current vaccines to protect against avian flu
- There is no way to prevent a pandemic from occurring
- In the past century, pandemics have occurred at roughly 10-30 year intervals

# ▶ Past Pandemics

- 1918 Spanish Flu
  - ▷ 20-40 million deaths worldwide
  - ▷ 675,000 deaths in the US
  
- 1957 Asian Flu
  - ▷ 1-4 million deaths worldwide
  - ▷ 70,000 deaths in the US
  
- 1968 Hong Kong Flu
  - ▷ 1-4 million deaths worldwide
  - ▷ 34,000 deaths in the US

# ▶ Pandemic Alert Levels

The World Health Organization has created six phases, or levels, of “Alerts” for an influenza pandemic. We are currently at level three. Current thinking among experts is that while it may take a significant amount of time for a virus to reach Alert Level 4 (small clusters of human to human viral spread), the time interval between Alert Levels 4, 5, and 6 may be rapid (ranging from days, to weeks, to months).

## WORLD HEALTH ORGANIZATION (WHO) ALERT LEVELS

Inter-pandemic phase New virus in animals, no human cases	Low risk of human cases	1
	Higher risk of human cases	2
Pandemic alert New virus causes human cases	No or very limited human-to-human transmission	3
	Evidence of increased human-to-human transmission	4
	Evidence of significant human-to-human transmission	5
Pandemic	Efficient and sustained human-to-human transmission	6

# ▶ Pandemic Planning Steps

- Plan development stage – plan for it
- Monitoring stage – keep an eye on it
- Pre pandemic preparation stage – react to it
- Pandemic stage – manage it
- Post pandemic stage – recover from it

# ▶ General Pandemic Planning

- Consult HHS and CDC for information
- Identify dependencies
- Identify key personnel with secondary and tertiary designees
- Plan for high rate of absenteeism
- Determine the impact on the firm
- Develop plans with applicable awareness and trigger events and responses
- Build in alternative solutions

# ▶ Pandemic Personnel Planning

- Outline procedures to follow
- Provide regular communications to staff
- Provide necessary sanitary items
- Outline options when collaborative situations are necessary
- Provide means to work from home and flexible schedules
- Provide access for medical and mental wellness
- Provide the technology to work remotely

# QUESTIONS?



**THANK YOU!**

# ▶ Resources

- Disaster Recovery Journal -  
[www.drj.com](http://www.drj.com)
- Contingency Planning & Management:  
[www.contingencyplanning.com](http://www.contingencyplanning.com)
- Pandemic Flu  
[www.pandemicflu.gov/](http://www.pandemicflu.gov/)
- U.S. Department of Health and Human Services  
[www.hhs.gov/](http://www.hhs.gov/)
- World Health Organization  
[www.who.int](http://www.who.int)
- Center for Disease Control  
[www.cdc.gov/](http://www.cdc.gov/)
- Contingency Insights  
[www.contingencyinsights.com](http://www.contingencyinsights.com)

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# ▷ Experience

