KINETIC
GLOBAL

IMPROVING BUSINESS RESILIENCE AND EMPLOYEE SAFETY

Eliminating Critical Event Management Silos

Table of Contents

Rethinking Critical Event Management

THE GREATEST DETERMINING FACTOR IN BUSINESS SUCCESS IS A COMPANY'S ABILITY TO PREPARE FOR THE UNPREDICTABLE AND QUICKLY BOUNCE BACK FROM ANY PROBLEM.

From supply chain disruptions, natural disasters, cyber attacks, and even acts of god, the best insurance policy your business could ever have is an effective Critical Event Management (CEM) system.

Given the interconnectedness of global operations, every crisis has the potential to disrupt operations. Traditional business continuity and resilience frameworks seldom consider how a situation can ripple through an organization.

Functional silos create a ripple effect - where the crisis management teams that deal with different aspects of a crisis are isolated from each other. Specialization without effective communication across departments and roles does not give decision-makers an accurate picture of the problem.

Choreographed and coordinated efforts are essential during times of crisis. Integrated resilience management provides more robust critical event management, crisis response, and organizational resilience. Your business can quickly bounce back from sudden disruptions because you are working as one unified, cohesive team.

In short, resilience requires a 360° view of risk in one place so that prevention and mitigation efforts can work quickly and efficiently.
This article explores key concepts of resilience management and explains how eliminating CEM silos will improve organizational and employee safety.

WHAT IS ORGANIZATIONAL RESILIENCE?

As it relates to crisis management, organizational resilience is the ability of an organization to anticipate risks, monitor threats, and manage sudden disruptions to the business. Effective resilience management should put all your preparatory and crisis mitigation tools in a system with a singular and cohesive emergency strategy so that each departmental group can funnel information into that strategy.
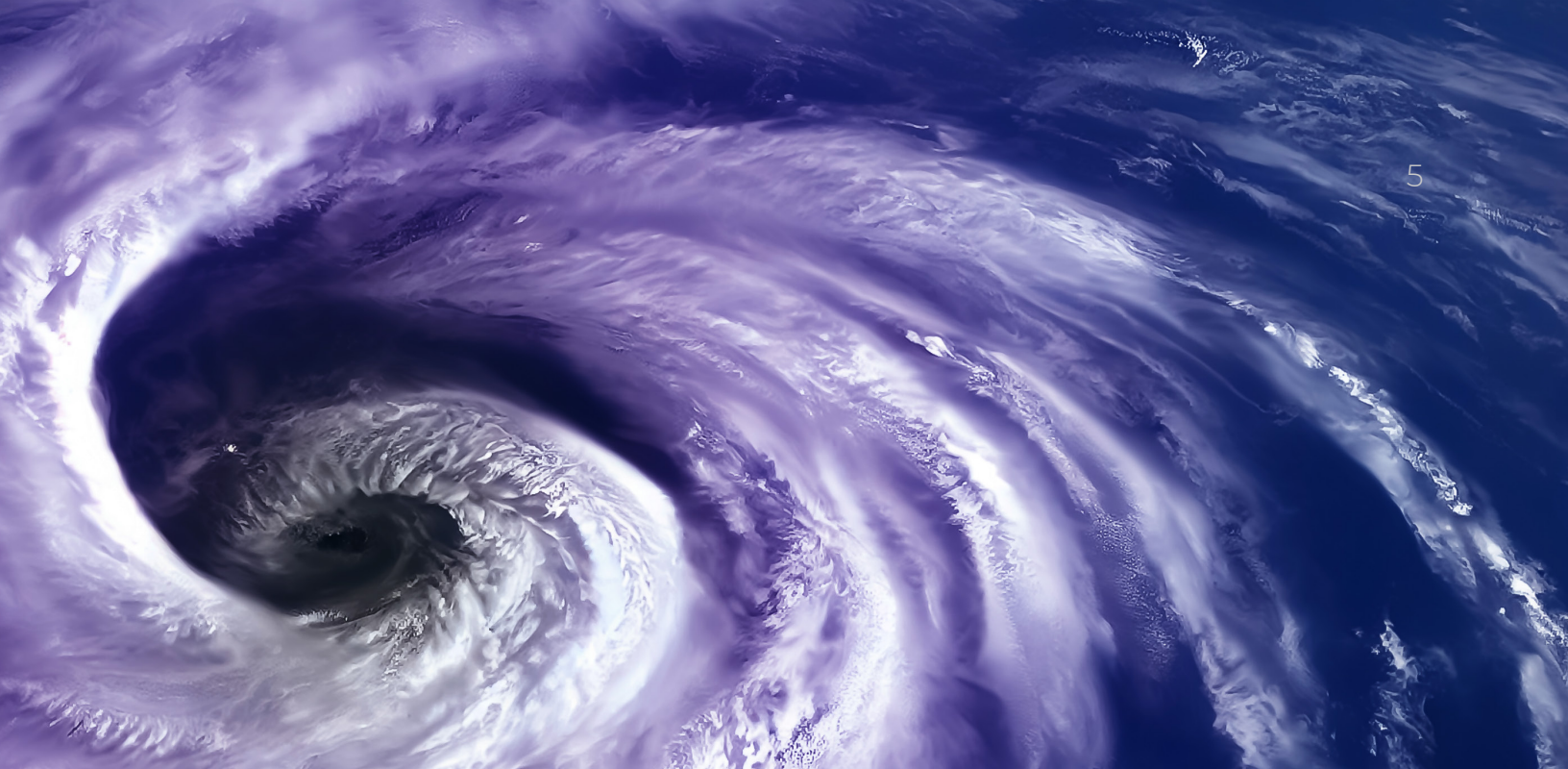
LESSONS FROM THE LAST THREE YEARS

The last few years have seen a metaphorical hurricane of disruption. From a land war in Europe, a global pandemic, wildfires, workplace violence, and political divisiveness, many lessons were learned when proven operating principles were tested.

Interconnection: The risk environment is complex and interconnected. The pandemic created a ripple effect of downstream risks in the supply chain, information security, talent management, and more.

Adaptation: The pandemic forced transformation in strategy, process, and relationships. Risk became simultaneously more dynamic and more amorphous. Businesses had to react quickly to stay in business when proven operating principles were tested.

Fragility: Strong companies became fragile and crippled by weak vendors, partners, and customers. The weakest link of every chain was exposed and illuminated. We saw that no company can stand alone and that disruption and connectedness create fragility if mismanaged.

The Operational Challenge of Critical Event Management

EVEN SMALL ORGANIZATIONS ARE COMPLEX

An interconnected web of relationships defines the modern organization. Organizations must monitor regulatory, geopolitical, market, credit, and operational risks. Companies are living, breathing objects in constant change, adaptation, and flux as relationships and fortunes grow and change.

All too often, risk management is perceived as a compliance issue. When business risk and business continuity programs are disconnected or managed in silos, effective critical event management and effective resilience programs are no longer possible.

ELIMINATING SILOS AND ADDING RESILIENCE TO YOUR BUSINESS STRATEGY

Successful integration of resilience with business strategy requires a robust and adaptable information architecture that can model the complexity of information, assessments, interactions, monitoring, and analysis of information in a single pane of glass.

To achieve the full benefits of an integrated Critical Event Management platform, Kinetic Global recommends the following considerations for eliminating silos and building resilience into your business strategy:

Gain executive support and sponsorship for the critical event strategy and ensure alignment with the risk and resilience strategy. Communicate resilience as a function of business strategy. Understand and connect risk to strategy, including appetite, risk, and controls.

Eliminate silos across the organization. Different departments doing different things handicap the business. Break down walls and facilitate collaboration across operational risk, business continuity management, IT, cyber/ information security, and other departmental stakeholders.

Define repeatable workflow and tasks:
- Use alerts, filters, and other notifications.
- Build personalized dashboards with embedded links to actions and tasks.
- Accountability ensures the escalation of missed tasks.

Define the critical event management plan. Document and prioritize a framework that defines risk, assigns ownership of risk, and who monitors risk. Everything must be connected back to the framework and plan.

Use the same processes across the organization. Leverage templates, playbooks, and other best practices. Showcase solutions that deliver results to ensure repeatability.

Capture lessons learned in AAR (after-action reports). Capture and retain failures and successes as learning opportunities.

Better manage risk intelligence. Monitor and consolidate information feeds on emerging threats, trends, and patterns. Build methods for prioritizing that information to prevent overload.

Risk and resilience programs fail when information is scattered, redundant, non-reliable, and managed as a system of parts that do not integrate and work as a collective whole. With processes defined and structured, the organization can now configure the architecture needed to support risk and resilience processes.

Critical Event Management Implementation Considerations

WHEN EVALUATING AND PLANNING A CEM IMPLEMENTATION, CONSIDER THE FOLLOWING:

Review security requirements in the data center.

End-user adoption is the goal. Make sure your stakeholders (other than IT) are comfortable with the platform.

Document everything - especially all notification use cases

Look for ease of configuration and make sure you can make the customizations you need without dependency on the vendor.

Identify all systems of record and integration points.

How easy is integration with other applications? Focus on ease of use and ease of integration.

Is customer support available in your time zones?

Establish robust crisis communications processes before implementing anything (remember that it is remarkably easy to automate flawed processes).

Work with HR to ensure contact information for all stakeholders is always up-to-date.

Mobile should always be first - your stakeholders will receive messages on their mobile devices first - ensure the mobile experience is seamless.

Ensure deliverability - regular communication should have a >96% deliverable rate.

Improve business resilience, eliminate silos, and better manage the safety and security of your most valuable assets.

IMPROVING ORGANIZATIONAL RESILIENCE FEELS LIKE AN OVERWHELMING TASK.

To get the most out of your resilience management strategy, Kinetic Global can help you eliminate silos that separate your safety and security efforts from each other.

The Kinetic Global platform enables global security and business continuity executives to take charge of any situation that may impact the safety of your company's most valuable assets – your employees. Whether weather events, facility safety or workplace violence, crime, geopolitical unrest, kidnap/ransom, lone wolf attacks, or more – Kinetic Global has you covered.

Kinetic Global's CEM platform includes the following core modules:
- Incident Management
- Emergency Message Notification System
- Live Map – Active Triangulation
- Threat and Risk Intelligence
- Global Medical Support and Response
- Travel Risk Management
- Integrated Administration

Learn more about Kinetic Global's integrated Critical Event Management platform.

Get our product brief or schedule a 10 minute demo at **kineticglobal.com**

CALL US
(858)633-3997

EMAIL US
info@kineticglobal.com