



# BRPA - In The Loop

Volume 9, Issue 1– January 2014



## Welcome to this edition of *BRPA- In The Loop*

We have had a wild winter in the Midwest- freezing cold, followed by mounds of snow! What a great time to be in Chicagoland!

In 2014 we kick off BRPA's **25th Anniversary Jubilee!** For the last 25 years we have provided continuity professionals with thought-provoking, quality leadership, training and valuable networking opportunities.

We are proud of BRPA's continued commitment to the continuity professionals in Chicago!

In this edition, **Dan Johnson, President** reviews BRPA's the 2013 sessions along with a peek at our Silver Jubilee.

**Alane Watkins, VP** shares her perspective on 2014 BRPA's "*The Year of the Practitioner*" and why certification is so important to our careers.

**Robert Flannery, Program Director** updates us on our next BRPA session at WW Grainger. Make sure you join us!

**Dan Olbur, Membership Director**, provides information on Membership. Make sure you update your membership and don't forget your membership includes all those that work in your organization.

For our **Leadership Corner**, we have an article by John Keyser "14 Tips for Developing "Leadership Presence". It's an interesting article on how we can all improve our executive presence in our professional lives.

Finally, we have the last installment of an article by **Tracy Stourac, Communications Director**- *Is Your Business Continuity Program an Empty Trunk, a SPARE Tire or Is It Moving Your Corporate "Vehicle" Forward?*

### Inside this issue:

Information YOU Can Use	2
BRPA Event Schedule	3
Leadership Corner	4
A Message About Membership	5
Member Article	6-7

This is a publication of the Business Resumption Planners Association.

Any questions can be sent to:  
[newsletter@brpa-chicago.org](mailto:newsletter@brpa-chicago.org)

Follow us on the web at :  
<http://www.brpa-chicago.org/>

## A Word from our President

I hope you had a relaxing and enjoyable time over the Holidays with friends and family.

2013 certainly was a busy year for BRPA. We had some fantastic events, including informative and engaging speakers. We resurrected our Annual Golf Outing after a two year hiatus and ended the year with an awesome October meeting and festive

Holiday Lunch in December at Maggiano's.

This year promises to be one of BRPA's strongest ever. The new board is working overtime planning meetings for the upcoming year- "***The Year of the Practitioner***" and we will wrap it up celebrating our Silver Jubilee in the fall.

That's right, BRPA is celebrating its 25<sup>th</sup> Anniversary! This

is a testament to all of the members that have stayed active in BRPA throughout the years.

We also have many sponsors that have continuously supported our member events and provided their expertise to our members for such a long time. A big THANK YOU to all of our long standing BRPA members and sponsors!



## Information YOU Can Use– Alane Watkins, Vice President

2014 kicks off BPRA's 25<sup>th</sup> Anniversary Jubilee and "The Year of the Practitioner".

Aligning with that theme, we are creating Chicago as the place to find the best practitioners in our industry. If you ever considered pursuing your Master of Business Continuity certification, but found it time consuming, expensive, or confronting, we built the structure to help you overcome all of that.

In January, we kicked off a collaborative study group of thirteen practitioners and five mentors committed to completing their master certifications. Over the next few months, we will do informal workshops to review the best practices and standards, followed by a local exam prep course, and then the online exam itself. We'll also provide support through the application process –the final step. For questions regarding any certifications, contact BRPA Vice President, Alane Watkins [alane.watkins@kraftfoods.com](mailto:alane.watkins@kraftfoods.com)

Wondering why certification is important to your career? Consider the following information provided by DRII - <https://www.drii.org/certification/certification.php>

### Value to your organization:

- **Prestige:** Certification adds prestige to your organization and its employees. By publicizing employee certification, you are promoting your

organization as forward-thinking and committed to professional development in key areas.

- **Professional Development:** Certification supports continuous professional development, since professionals who earn certification in business continuity are required to maintain their certification. This involves a variety of methods including attending conferences and meetings, membership in local organization, making presentations, and conducting training sessions.
- **Increased Skills:** Certification provides training in a commonly accepted body of knowledge and business continuity planning strategy that have been developed and used successfully by many organizations.
- **Independent Verification:** Certification includes a rigorous testing process, which ensures that individuals are fully trained and knowledgeable in the field of business continuity according to commonly accepted industry standards.
- **Networking:** Certification builds a network of colleagues who can share expertise and experiences.

### als:

- **Recognition:** Earning a DRI certification affirms professional expertise. Your employer, clients, employees and peers will recognize your DRI credential as validation of the knowledge and skills you have gained through experience.
- **Demonstrable Knowledge:** Certification demonstrates knowledge and working experience as a leader with the ability to successfully implement BCM solutions for your organization or client.
- **Higher Salaries:** Independent studies have confirmed that a DRI certification helps professionals working in the business continuity industry command higher salaries versus non-certified professionals.
- **Marketability:** Certified professionals seeking new positions are more marketable. DRI's certification gives you an edge in today's competitive world.

---

*"Certified professionals seeking new positions are more marketable.*

*DRI's certification gives you an edge in today's competitive world."*

### Value to certified profession-

## BRPA Event Schedule– Bob Flannery, Program Director

Welcome to “The Year of the Practitioner! We invite you to join us at our first 2014 workshop January 28, 2014 at WW Grainger.

### Collaborating to Add Speed to Your Career and Program!”

You spoke and we listened. In October 2013, we asked you to tell us the continuity

topics that mattered most to you and the list was narrowed to the 5 hottest topics

1. Masters in Continuity
2. Business Continuity at the Program Level
3. Crisis Management
4. Simulations, Tabletops, Exercises and Drills
5. Business Continuity vs. Business Risk

These 5 topics will serve as the skeleton for the 2014 year.

It is our goal to apply a focused effort on these topics through workshops and knowledgeable presentations brought to you by the best in our industry.

Make sure to join us at the upcoming BRPA events.



“Collaborating to Add Speed to Your Career and Program”

Date	Event	Location	Time	Sponsor
January 28th	Half Day Session	<u><a href="#">WW Grainger</a></u>	8:30 - Noon (1/2 Day)	Contact <u><a href="#">Bob Flannery</a></u>
March 11th	Annual Training with Jim Nelson	<u><a href="#">JC Restoration Rolling Meadows</a></u>	8:30 - 2:00 (Full Day)	Contact <u><a href="#">Bob Flannery</a></u>
May 13th	Half Day Session	Downtown Chicago TBD	8:30-Noon (1/2 Day)	Contact <u><a href="#">Bob Flannery</a></u>
July 15th	Half Day Session	<u><a href="#">College of Dupage</a></u>	8:30-Noon (1/2 Day)	Contact <u><a href="#">Bob Flannery</a></u>
Aug. 12th	Golf Outling	<u><a href="#">Chevy Chase Country Club, Wheeling</a></u>	All Day	Contact <u><a href="#">Bob Flannery</a></u>
Oct. 14th	Silver Jubilee Celebration	<u><a href="#">JC Restoration Rolling Meadows</a></u>	8:00-3:00 (Full Day)	Contact <u><a href="#">Bob Flannery</a></u>
Dec. 9th	Annual Holiday Luncheon	Northwest Suburbs TBD	11:00-2:00	Contact <u><a href="#">Bob Flannery</a></u>

Sign up for our upcoming sessions at our website- <http://www.brpa-chicago.org>

## Leadership Corner:

### 14 Tips for Developing “Leadership Presence” - John Keyser



John Keyser,  
Common Sense Leadership

---

*“Our leadership presence, how we are perceived and accepted by others, is founded on our attitude, our character, and how we act when no one is watching.”*

Quite frequently in my leadership consulting and coaching practice, I am asked about “leadership presence”, specifically how to increase our “executive presence” or “board room presence”. Coincidentally, many of the men and women who bring this up are people whom I believe already do, in fact, have significant leadership presence.

This may not be surprising as we all have some degree of insecurity, that inner voice in our mind that often whispers negative thoughts to us. The key question is how much insecurity do we have and how do we manage it? While there is a wealth of good information about this subject on the Internet and in books, articles, and videos, let me offer my ideas gained from my experience.

Our leadership presence stands on the shoulders of our character – our values, how we carry ourselves, how we think, what we say, and what we do.

Here are basic principles that will help us a great deal:

1. Have a positive attitude, be encouraging and helpful to others, and never – I repeat, ever – speak critically about someone behind their back. (Doing so reflects poorly on you.)
2. Be an attentive listener. Listen to understand and learn. Lean forward. Let people sense your interest and that you care. If appropriate, take notes. It is a sign of respect.
3. Use your soft skills, being friendly, warm, and welcoming.
4. Don’t talk about yourself. Realize that your listening is your gift to others. Be curious. Try to listen 80 percent and speak 20 percent of the time.
5. Want to impress someone? Ask helpful questions that show your leadership presence. For example, “What first step could you take to help you achieve that goal?” or “What is holding you back?”
6. Appearance is important, dress neatly and for the occasion. Being well groomed and smiling helps, as do comfortable eye contact, a firm handshake, standing tall, shoulders back, and walking purposefully like an athlete. We can all do that.
7. Try to always be early and remember names, which is very important and a simple way to impress people.
8. Speak with clarity. Clarity is a sign of your strength.
9. Allow yourself to be vulnerable, which is attractive to others and a sign of strength, as well as a pathway to trust. Remember: it’s not about you; it’s about others. True leaders genuinely care about others and their success. Show that you are comfortable with yourself by asking for feedback and advice, accepting that you have areas for personal development, as we all do, and that you want to help others learn, grow, and succeed. This shows how we all should strive for continuous improvement.
10. Don’t seek personal credit or the spotlight. Share credit with others and celebrate their success, even small successes.
11. Give helpful and timely feedback, even critical feedback in an encouraging manner. True leaders genuinely care about others and their success.
12. Try to maintain your composure, even under stress. Recognize that as a leader, you are a signal sender. What signal do you want to send? How about, “We can do this”?
13. Take the time to have conversations. I know you’re busy, as we all are. Way too busy. Figure out how you can “unplug” so you can have conversations, even short conversations, and develop and

## 14 Tips for Developing “Leadership Presence” - continued from page 4

maintain relationships. Business is about relationships, the quality of our relationships and trust. This means less time in front of your computer and in meetings. Develop your strategy, do what works for you.

14. Handle problems gracefully and promptly. You’ll be respected.

Our leadership presence, how we are perceived and accepted by others, is founded on our attitude, our character, and how we act when no one is watching. It’s

about our positive energy, being there for others and helping them, being a giver. It’s about our being genuine and comfortable in our own skin.

Earlier I mentioned that a leader is a signal sender and that we must think about the signals we want to send. It’s about keeping our composure, remaining calm, letting our team members, all of them, sense that we have confidence in them as well as ourselves, and sending the signal: “Let’s do our best and we can succeed.” That’s leadership presence.

Remember, we are all leaders. It’s how we carry ourselves and what we say and do to help others.

Leadership presence is what you bring to others!

---

*About The Author*  
John Keyser is the founder and principal of Common Sense Leadership, [www.commonsenseleadership.com](http://www.commonsenseleadership.com). He works with executives helping them develop organizational cultures that will produce outstanding financial results.

## A Message About Membership– Dan Olbur, Membership Director

BRPA’s mission is to provide educational, professional, and valuable networking opportunities for the entire continuity community.

Through your support, we will continue to do this. As a not-for-profit organization, we rely on annual dues and sponsorship to offer our events.

Our 2014 BRPA dues and

membership levels remain the same as 2013. We continue to offer two levels of membership.

**BRPA Memberships** are designed for companies whose employees are interested in attending BRPA events. The cost is \$125 and is inclusive of all employees.

**BRPA Sponsorships** are designed for companies

that leverage BRPA for networking, speaking/hosting opportunities, and for sharing best practices within the membership. The cost is \$250 and is inclusive of all employees.

Please renew your dues as soon as possible. Contact me at [dan.olbur.brpa@gmail.com](mailto:dan.olbur.brpa@gmail.com) if you have any questions

Do you have something to say?

BRPA is always looking for your input. You can help us ensure that this association addresses your continuity needs and concerns. YOUR feedback is very important.

As always, please contact us if you have a question about an article or if you would like to submit an article email us at: [newsletter@brpa-chicago.org](mailto:newsletter@brpa-chicago.org)

## Member Article:

### Is Your Business Continuity Program an Empty Trunk, a Spare or Is It Moving Your Corporate “Vehicle” Forward?- Tracy Stourac, TransUnion



Tracy Stourac, TransUnion

---

*“How can business continuity planning “get out of the trunk” it has been relegated to and help move the corporate vehicle forward...”*

On one of my visits to the Illinois State Campus to spend time with my daughter she mentioned that her car was “making a funny sound” so we decided to stop by a local garage to have the “sound” checked out. As it turned out her car was almost out of oil. The technician went on to explain to her that without oil the car would not continue to function.

As you may recall from my earlier articles, her father and I had spent time making sure she had a spare tire and she had “A PLAN” for emergencies- the AAA card. However, I am not sure we did a good job discussing ongoing maintenance of the car that would allow it to get from place to place. That, after all, was the real purpose of the vehicle and 99.9% of the time she spent with the car would be for transportation, not actually fixing a flat tire. Obviously she needed the car to have the ability to **“move forward”**. The spare tire and AAA card are ultimately of NO use if the car stops moving forward.

This made me think about business continuity planning. Businesses are not just machines built to house BC plans in the trunk; there is a bigger goal to achieve. How can business continuity planning “get out of the trunk” it has been relegated to and help move the corporate vehicle forward the 99.9% of the time there is no need for a spare tire or an emergency plan? It had to add value outside of emergencies!

When we built our company’s business continuity program many associates questioned the need for such a program and certainly the justification for resources to be expended on such a program. After all, our company wasn’t required to have a business continuity program. More importantly, we hadn’t experienced any event where such a program would have been activated- or so we thought.

We had to consider ways we could show the value the business continuity program would bring to our company and we decided to focus on three areas specifically: executive engagement, associate engagement and customer engagement.

**Executive Engagement-** By building a program that engaged our executives we knew it would receive more attention than a spare tire tucked in a trunk. Like most programs, our program engaged our executives in the review and approval processes and designed specific roles they would fill in the execution process- a clear value to the program but what was the value to THEM? How could we make their roles easier?

Two of the specific value items we added for this group include:

**Quarterly Business Process Recovery Scorecards** that measure the business continuity efforts of each department that reports up to a specific executive. These quarterly scorecards are easy to read and provide a concise snapshot of the company’s readiness and can be broken down to a business continuity plan level score or rolled up to a company score.

**Informational Alerts** provide a one place stop for information related to any incident occurring at any of our global locations. Prior to the creation of this alert system our executive team would hear of an incident occurring near one of our locations, like an earthquake, on the news and then spend a lot of time trying to track down how this event may have impacted our business or our associates. Now if an event occurs that is newsworthy, the teams we have created at each location communicate the impact, or lack thereof, to our business continuity team who will provide a status to our executive team. These alerts provide peace of mind to our executives and give us a regular communication channel with our executive team that illustrates the constant monitoring our team performs.

**Associate Engagement-** Before we asked associates to fill out BIAs and build business continuity plans, we wanted them to know that their safety and well-being was much more val-

## Is Your Business Continuity Program an Empty Trunk, a Spare or Is It Moving Your Corporate “Vehicle” Forward?- continued from page 6

able to us then the process we were asking them to document and that the Business Continuity Team was a resource for their personal preparedness as well.

Some of the specific ways we did this included:

**Crisis Management Planning** was the first component we focused on within our program. Before even one business continuity plan was created we wanted our associates to know we had plans that would be enacted at the time of an event that were designed to keep them safe.

**Life and Safety Programs** were developed for each of our locations that identified and trained associates at each location to deal with an immediate health issue and gave them the resources like AEDs and first-aid equipment to do so.

**Associate Preparedness Weeks** held each year educate our associates on personal/family preparedness. Through communications, contests and guest speakers, we make it clear that we are concerned with the safety and well-being of our associates outside of work hours.

**Customer Engagement-** Since the goal of the corporate “vehicle” was to obtain and retain revenue streams we looked for specific areas we could engage with our customers that would bring value to the organization. Our program tracks all customer “engagement” and we can quickly communicate to our sales organization exactly how many “touch points” we have had with our customers on a monthly, quarterly or yearly basis.

Engagement opportunities included:

**Requests for Proposals** were an opportunity for us to showcase our business continuity program to potential customers and perhaps differentiate us from our competitors. By drafting specific language that would be included in all of our RFPs we let the customers we were trying to obtain know upfront that we were prepared to continue our operations in most circumstances.

**Contracts** also included specific language related to business continuity program and our team’s involvement in this process has ensured a consistent and accurate message is provided to each customer.

**Audits** are never an easy process, so we streamlined our involvement by creating a business continuity audit book. This book walks our customers through our business continuity program from process identification to plan building through testing and measurements provided to the executives. I have to say that those scorecards I mentioned above under Executive Engagement are very well received by our customers as well.

Is it working? Our company thinks so. Since its creation and implementation our business continuity program has not only decreased customer concerns related to business continuity it has also been recognized by our leadership. Some of the attention we have received includes the 2010 CEO Award of Excellence, recognition as one of the “Big Sales Wins” in 2011, CEO recognition for specific NATO efforts in 2012 and our team has received Associates of the Quarter awards.

The true measurement perhaps can be seen every day when someone has a question related to a business continuity plan and they email our continuity mailbox, or someone is determined to increase their Business Process Recovery Scorecard score before the end of a quarter and we receive a phone call, or there is an earthquake in Mexico and the associate knows how to quickly communicate the impact to our executive team through our alert system.

As you can see our program has a lot more to it than a bunch of business continuity plans shoved in the trunk. It is an active and truly ENGAGING program that was designed to be a valuable part of the company that assists in **“moving the corporate vehicle forward”**.

So if your business continuity program is a spare tire or an emergency plan that is certainly a good start, but it’s time to consider getting out of the trunk! The view is much better out here!