



# BRPA - In The Loop

Volume 10, Issue 1– October 2014



## In this edition of BRPA-In The Loop



2014 celebrates **BRPA's Silver Jubilee**, honoring YOU, the Practitioner! For 25 years, BRPA has served continuity professionals with thought leadership, training, and valuable networking opportunities. We proudly represent the continuity community in Chicago and invite you to celebrate YOUR career success with us.

In this edition of BRPA-In The Loop, **Dan Johnson, President**, shares the wonderful celebration that will be our Silver Jubilee coming up on Tuesday, October 21st at Pinstripes, Oakbrook.

**Alane Watkins, Vice President**, shares her perspective on this year's theme - "*The Year of the Practitioner*" and why certification is so important to our careers.

**Robert Flannery, Program Director**, updates us on upcoming BRPA events, including the annual Holiday Luncheon on Tuesday, December 9th at Cooper's Hawk, Arlington Heights.

**Dan Olbur, Membership Director**, provides information on membership benefits and renewals for 2015. Remember that membership is by company, not individual, and covers all those that work in your organization.

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From our **Leadership Corner**, **Frank Moriarty** shares an article by Michael Simmons, "Open Relationship Building: The 15 Minute Habit that Transforms your Network".

We hope you enjoy this edition of BRPA-In the Loop.

This is a publication of the Business Resumption Planners Association.

Questions? - Email us at [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- Dan Johnson

One of the things I love most about BRPA is the social aspect of the association. The meetings we facilitate always produce excellent speakers with topical themes for those of us in the business continuity field. I really enjoy meeting new people as well as networking with those I have known for years. Learning about the latest trends or "lessons learned" from other's exercises and incidents is priceless. The BC/DR expertise our members possess is vast and invaluable. I learn so much from just networking with fellow members at every meeting. It truly is one of the best things about BRPA!

As you know, we will be celebrating the 25<sup>th</sup> Anniversary of BRPA at the Silver Jubilee on October 21<sup>st</sup>. This promises to be one of our best events ever! To celebrate this occasion, we have reserved Pinstripes in Oakbrook as the venue. This is an excellent Chicagoland location which gives us the ability to conduct our standard BRPA meeting with enough space to socialize after the educational portion of the meeting has concluded. Attendees will be able to spread out, have a cocktail, meet some new people or catch up with old friends.

Our board is the best you will find anywhere. They all have their day jobs, yet find time to support BRPA on a daily/weekly/monthly basis. Sending out communications, tracking our memberships, keeping our financials in order, procuring sponsors and presenters, reserving host

## A Word from our President– Dan Johnson (continued)

sites, facilitating the meetings, updating the web site, editing this newsletter, preparing the materials for the meetings and I can go on and on. They are all dedicated to BRPA and go above and beyond to make sure this organization is as strong as it can be. We will do our best to ensure that all who attend the Silver Jubilee are engaged, educated and entertained.

If you have any questions or suggestions for the Jubilee, feel free to reach out to me at [scdan35@gmail.com](mailto:scdan35@gmail.com). I look forward to seeing you at this event!

BRPA President, Dan Johnson

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

As a professional association, BRPA provides a forum for collaborating with other members. Earlier this year, we created an MBCP (Master Business Continuity Professional) study group of fourteen BRPA members who pursued their MBCP exam and certification. We also worked with DRI International to bring an exam prep course to the Chicago area, which was hosted by Allstate Insurance. This saved our members travel costs and provided the conveniences of a local, trainer led course.

The MBCP certification process is unique. Less than three hundred practitioners globally hold this distinguished certification. It is also special in that to obtain the certification one must take a case study, essay based exam – much like the bar exam used in the legal profession. Additionally, the practitioner must possess at least five years of significant, practical experience in seven of the Subject Matter Areas of the [Professional Practices for Business Continuity Planners](#) and complete an application that validates the actual work experience.

On October 21<sup>st</sup>, BRPA will celebrate the accomplishments of this extraordinary group of practitioners in a special acknowledgement ceremony. We hope that their accomplishments and collaborative team effort will inspire you to consider pursuing your MBCP certification in 2015. For more information or questions, contact Alane Watkins at [alane.watkins@kraftfoods.com](mailto:alane.watkins@kraftfoods.com).

## 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 2015 BRPA dues and membership levels remain the same as 2014. 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 Sponsorship** is 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 of the member organization.

Please renew your dues as soon as possible. Contact Dan Olbur at [dan.olbur.brpa@gmail.com](mailto:dan.olbur.brpa@gmail.com) with any questions about membership.

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)

## BRPA Events – Bob Flannery, Program Director

The Year of the Practitioner” Continues...

A quick re-cap of previous BRPA events and a preview of our final two events for 2014:

- **March: ISO 22301 Standard**  
Introduced and provided a better understanding of the international ISO 22301 standard. Lynnda Nelson of The ICOR conducted an all day training workshop where members learned about the standard and how they can assess their organizations BCM Program against this international standard.
- **May: “ITIL: What It Is and How Does It Reduce Risk?”**  
Deloitte hosted May meeting where Cathy Kirch, Allstate Insurance, educated and enlightened members, presenting on the subject of ITIL—highlighting how business continuity practices are integrated into the ITIL framework. Our event sponsor, Eric Thompson of Crisis Guardian, walked us all through some of the creative ways they are providing resiliency awareness and training for a large corporate client. Via webcast, Deloitte’s Damian Walch shared his “Cyber Security for Improved Resilience Against Threats” presentation. All presentations provided excellent knowledge exchange for those in attendance.
- **July: HSTI Live: Dynamic Partnerships- Strengthening Public/Private Sector Collaboration**  
BRPA partnered with the College of DuPage’s Homeland Security Training Institute to bring this event to our members. As the title suggests, the event provided an opportunity to bring public emergency management and first responder groups together with BRPA’s private sector contingent. We explored and discussed disaster response best practices and the importance of public/private sector collaboration in reaching successful outcomes. We further examined and articulated steps you and your organizations can do to enhance integration for disaster preparedness, response and recovery activities.

## Upcoming Events



### October: Silver Jubilee Celebration

We are proud to be a strong, well established Business Continuity association here in Chicagoland. We invite you to our Silver Jubilee Celebration at Pinstripes in Oakbrook on October 21st.

We have it all for this event – education, networking, and fun activities to participate in with your fellow Continuity practitioners. It’s a great way to meet other professionals in a relaxed environment....don’t miss this opportunity to expand your career and your network!



### December: Annual Holiday Luncheon

This year’s luncheon is planned for December 9th. Make sure to lock in the date and join us at Cooper’s Hawk in Arlington Heights for a wonderful meal with drinks, and of course, another top shelf speaker.

Click [HERE](#) to register for upcoming events or go to our website at [www.brpa-chicago.org](http://www.brpa-chicago.org)

## Leadership Corner– Frank Moriarty

In each edition of BRPA-In The Loop, we bring to you articles aimed at improving ourselves and our professional approach. Here is an excellent article on developing your relationships- professional and personal, and the value that can bring.



### Open Relationship Building: The 15-Minute Habit that Transforms Your Network

- Michael Simmons, Contributing Columnist, Forbes 6/24/2014

You have coffee next to your keyboard. It spreads a sweet aroma along with the promise of instant alertness. You're psyched for your to do list (which you're about 20 hours behind on).

You start scanning your email inbox. There is an email from a stranger asking if they can meet you for lunch. The person looks interesting. However, you don't see an immediate and obvious connection to your urgent deadlines and goals.

On the other hand, if you take the reactionary approach of meeting with everyone, you may not have the time to push your business forward to sustainability and greater impact.

What should you do?

#### The Challenge

Throughout my career, I've struggled with this question and experimented with many different approaches:

- Autoresponders

- Ignoring emails

- Declaring email bankruptcy

- Reducing meeting requests to email exchanges

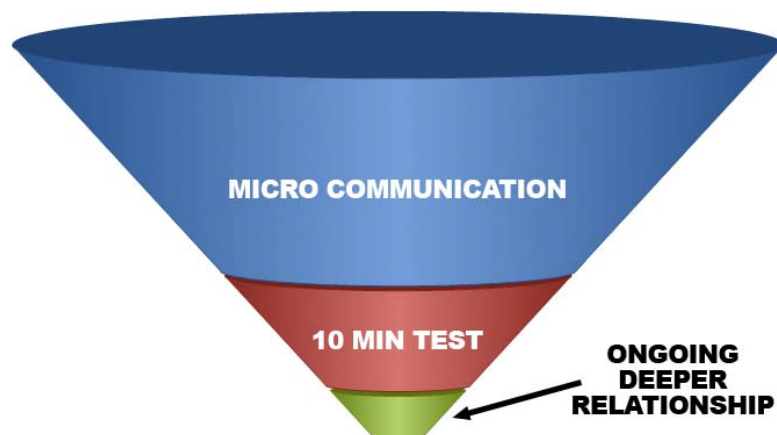
Ultimately, none of these approaches has lasted because none of them have felt right.

Many of my most important personal and professional relationships have come when there wasn't an immediate and obvious benefit. Also, I love connecting with and helping others. I would not be where I am if it were not for mentors who helped me with no prospect of immediate payoff.

So what is the best solution?

#### The Solution – Open Relationship Building

Over the past year, after interviewing several of the world's top relationship builders and experimenting myself, I've embraced a new approach. I call it open relationship building.



Open relationship building is a systematic approach to finding efficient ways to say 'yes' to connecting with as many others who resonate with you and want to connect as possible. It also means being extremely discerning on who you go on to build a deeper relationship with.

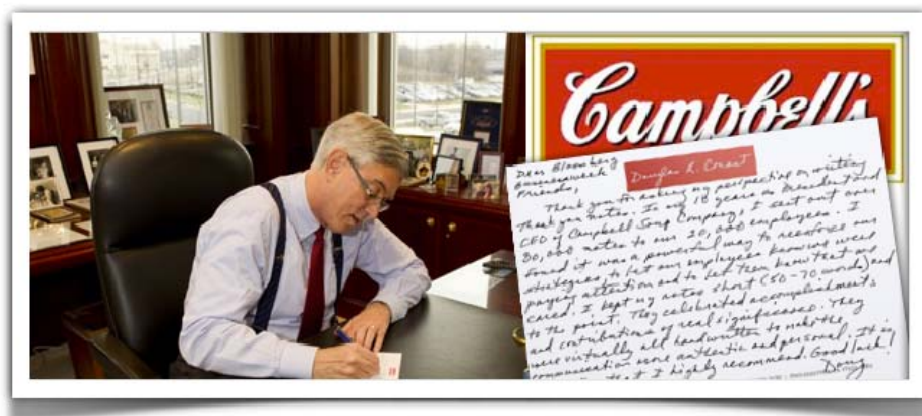
The three qualities that make it unique are:

- Putting the onus on the sender to filter themselves
- Using your downtime to save time
- Shortening the length of your calls and meetings

	Traditional Relationship Building	Open Relationship Building	Open Relationship Building Result
<b>Filter Type</b>	You're The Filter	Sender Is The Filter	You put clear expectations on how others contact you upfront. The onus is put on the sender to filter themselves.
<b>Uses Downtime</b>	No	Yes	Having calls and in-person meetings during downtime (ie – your commute, doing house chores, walking) is a way to scale your one-on-one connections without it overtaking your life.
<b>Length</b>	Long	Short	Micro communication has become increasingly standard. 15 minute phone calls are more than enough in many cases to see whether it makes sense to continue getting to know each other.

In many ways, open relationship building isn't a new concept. It is one that is used by many successful business people from [Gary Vaynerchuk](#) to a former Fortune 500 CEO...

#### A former Fortune 500 CEO Shows The Power Of An Open Network



When Doug Conant became the CEO of Campbell Soup in the winter of 2001, he had a lot of work ahead of him. The company had lost more than half its value in three years and morale was low across its 20,000+ person global workforce.

Rather than hunkering down in his office with his top lieutenants, he decided to reach across the entire company. After visiting each of the offices across the globe, he started two simple practices that defined his tenure and ultimately helped lead to a turnaround. He:

Walked 10,000 steps per day within the company visiting people across ranks and divisions.

Wrote 10-20 thank you cards per day to employees.

Why would a CEO with 20,000+ employees take the time connect with a few dozen employees each day? Wouldn't that just be a drop in a bucket?

The answer comes down to a concept that Doug coined called [Touchpoints](#). Doug realized that short moments with people could be exponentially powerful.



Here's what he found:

- **It's possible to build a lifetime connection in just a few minutes.** In today's age of information overwhelm, it is increasingly becoming accepted to not respond to emails, even from people you know. There are even lower expectations from strangers, especially if you have a higher profile. Simply responding shortly and quickly and being helpful can make someone's day or week. Imagine if you were a new employee at Campbell Soup, a company with 20,000 employees, and you were able to spend a few moments with the CEO of the company. How could you not tell everyone you know about the experience?
- **It increases the diversity of your network.** One of the biggest research findings in the field of network science is the power of having a diverse network. By having a network that consists of people who don't know each other, you're more likely to be successful in your career as measured by title, salary, and promotions. Diversity was critical for Doug because it helped him reach out vertically and horizontally across the company.
- **It keeps you connected to what people really want and need.** By noticing the words people use, the questions they ask, and their nonverbal communication, Doug was able to gain valuable insight in what was really happening throughout the company. This can also be a valuable form of market research with your target market.
- **It builds a community based on generosity.** Sharing your advice helps you feel a deep sense of service by helping potentially transform someone's life path in just a few minutes. It also serves as an example of others who pay-it-forward. During Doug's tenure, the employee engagement ratio (engaged employees vs. not engaged employees) went from 2:1 to 17:1. 12:1 is considered world-class.

When Doug left Campbell Soup in 2009, the company was fundamentally and comprehensively transformed. Organic sales growth was 2X the industry growth rate. Total shareowner returns over the last eight years of his tenure was over four times greater than the overall S&P. In addition, over the last five years of his tenure, Campbell Soup was rated in the top ten socially responsible companies in the U.S.

#### **Why Open Relationship Building Is Made For The 21<sup>st</sup> Century**

Relationship building in the 21<sup>st</sup> century will be a lot different than it was in the 20<sup>th</sup>. Scaling your short one-on-one connections is and will continue to be critical for three reasons:

- **The benefit and ease of having a large, diverse network of weak ties is more than ever.** What makes this so is the evolution of social media and social software, which help us meaningfully keep in touch with our tribe as well as co-create products and services together. For example, as entrepreneurs, people in our extended network, help us raise money through crowd funding, recruit others by sharing our open positions, give feedback, and spread our work through rating, liking, commenting, and sharing on reputation platforms. After connecting with someone one-on-one, we can easily stay in touch at a mass level at no cost by creating content that connects with and adds value to people's lives.
- **What we do in private on a one-on-one basis scales to a larger audience more than ever.** We now live in a networked public where it is easy for people to help build your online reputation by sharing positive experiences to their network. Therefore, connecting with people one-on-one at scale can have a large impact.
- **Micro communication is now a social norm.** Two trends have made micro communication a social norm. First, on December 3, 1992, the first text message ever was sent. Today, tens of quadrillions of short messages are sent annually and this number is increasing exponentially. Secondly, over the last 20 years, there has been a dramatic shortening in attention span. In the past, a short message may have seemed curt and rude. Now, it is respectful and normal.

*Relationship building in the 21st century will be a lot different than it was in the 20th.*

## *7 Steps to Building An Open Network*

The beauty of having an open network is that the whole process of setting up, having, and following up on meetings can be systematized.

Here is a step-by-step guide to being an open relationship builder:

### **Step #1: Create A Sender Filter**

What makes open relationship building unique is not its lack of filter. It is the type of filter.

Most people filter incoming communication in the moment.

The challenge of hearing from a stranger is that you don't know whether it makes sense to connect. If you do research on them, then you've already spent 5 minutes and you might as well have just responded 'yes' right away. The same applies if you spend 5 minutes and emotional energy politely declining.

A sender filter puts the onus on the sender to filter themselves by:

Making it clear what type of requests you're open to.

Clearly explaining HOW people should contact you.

Setting expectations on how you'll respond.

Cal Newport, a popular author and blogger, coined the term, sender filter. He takes this to an extreme by creating different emails for the different reasons people email him and then explaining the purpose for each email on his public contact page. He doesn't create a separate email address for every possible reason someone could contact him; only for the reasons that are most important to him.

The power of the sender filter is that it saves you time and energy deciding how to respond to each email.

According to new research, your daily willpower is limited. Ultimately, you don't want to be using that willpower filtering people's incoming requests if you don't have to.

Clay Hebert is a serial entrepreneur and a crowd funding expert. Most of the people who reach out to him want advice on how they can do a successful campaign. As more and more of the campaigns he advised became successful, more and more people started reaching out to him.

At some point, the number of people reaching out exceeded his capacity, so he created filters that put the onus on the person asking for help. Here are the filters he created:

**Free content that answers FAQs.** Clay finds himself answering the same questions over and over, so he created a series of articles and videos that cover the most common questions. He publishes them on his blog, [CrowdfundingHacks](#) and can quickly refer entrepreneurs to specific links when they inquire (productivity tip: Clay uses TextExpander to quickly send a set of links with only a few keystrokes).

**Online pre-call survey.** Clay has developed a simple survey that acts as an application to make sure the relationship is a fit. I personally ask folks one simple question, "What is the one thing you'd like to get out of the meeting?" This helps both of us be more purposeful with the call. Also, if you're not the right person, you can recommend another person or resource. Or if you know the answer right away, you can send an email instead.

**Charging for his time via micro-consulting.** After the requests became too numerous for him to handle during his downtime, Clay started charging for his time. At first, he used Clarity.fm, a community of experts who want to help but need a better way to scale the delivery of their expertise. Experts charge per minute and get rated. Now, Clay works with a small number of entrepreneurs and startups as an official crowd funding and marketing advisor. Charging as a filter makes sure that Clay connects with the people who are the most committed. It also keeps meetings to the point.

### Step #2: Say Yes To A 10-15 Minute Meeting Or Phone Call

A call doesn't have to be one hour long to be impactful. As I mentioned in a previous article, Kathy Calvin, President and CEO of the United Nations Foundation, has developed a 15-minute meeting policy where she takes meetings with people she wouldn't normally connect with. This exposes her to new networks while still maintaining her fast-paced schedule.

This policy has been extremely beneficial. One example is a 2005 meeting with Elizabeth Gore who was in her late twenties and had just returned from spending two years in a remote village in Bolivia with the Peace Corps. The meeting was in November. By March of the next year, Elizabeth joined the UN Foundation in a newly co-created position. Elizabeth went on to create the Foundation's largest campaigns, Nothing But Nets, Shot@Life, and Girl Up. Today, Elizabeth is the first-ever Resident Entrepreneur leading their work on innovation and entrepreneurship.

In some ways, email is less efficient than in-person. It can take a long time to respond to a good question. Furthermore, to respond in a helpful way often requires context.

With email, many of the relationship building and rapport parts are taken out. Telephone calls allow people to hear your tone and feel your energy.

If you're too busy for one-on-one calls, consider a standing group meeting. For example, Keith Ferrazzi, author of *Never Eat Alone* and founder of Ferrazzi Greenlight, organizes a monthly breakfast in Los Angeles where he lives. For this breakfast, Keith invites many of the people that wanted to meet him one-on-one. Keith also invites his family so that not only can he make connections with everyone, he can bring others together who are like-minded. Keith also organizes dinners when he's on the road.

Another route to go if you're too busy is to invite people to an event you're already going to. Saya Hillman, founder of Mac & Cheese Productions, uses this approach. In her words, "Then nothing extra is added to my schedule, they get the face-to-face time they wanted, and bonus, they get to meet other interesting people AND be entertained/educated."

*No matter how busy we all are, we all have downtimes during the day that probably add up to a few hours per week.*

### Step #3: Setup Time Every Week To Take Calls During Downtimes

Everyday at 3:00pm, I drive 20 minutes to pick up my two children from school. I leave this time open for calls.

No matter how busy we all are, we all have downtimes during the day that probably add up to a few hours per week. By multi-tasking things we already do anyway and that have become automatic, we can connect with people without taking time away from anything else.

Here are a few examples of when I have downtime and set up calls:

**Cleaning.** Working from home, I will clean up around the house.

**Walking.** After many years of being sedentary, this year I made the commitment to walk 10,000 steps per day after learning about its health benefits. In order to accomplish this, I need to set aside an hour a day of walking. If you live in a city, perhaps you could walk to a meeting rather than take public transportation and have a call during that time.

**Driving.** In addition to my daily commute, I like to set up calls while I'm driving to and from the airport, which is 45 minutes away from where I live.



#### Step #4: Use Scheduling Software To Set Up The Calls

The software you can use to setup calls is becoming increasingly sophisticated. Using the right software means you save 5-10 emails per meeting:

- Coordinate the call time/date (1-3 emails back-and-forth)
- Send out a confirmation email
- Send out an email asking what they want to get out of the call
- Send out a follow up email to thank them and make sure you're connected on social media

There are several free options that are helpful for setting up a call time/date, which also sync with Google Calendar including YouCanBook.Me and Assistant.to.

I personally recommend AppointmentCore because of it's many extended automation features. With AppointmentCore, it's very easy to send custom automated emails before and after each meeting or even automate a personal reminder text message like, "Hey Bob, I look forward to our chat in 20 minutes!". With the time saved sending those text messages and emails alone, the software pays for itself.

When people set up the meeting, you can customize your appointment scheduling software to ask them a few questions. At the very least, you can ask for:

- Their phone number
- The one thing they'd like to get out of the meeting

This information will save email back-and-forths and make sure that the meeting is efficient.

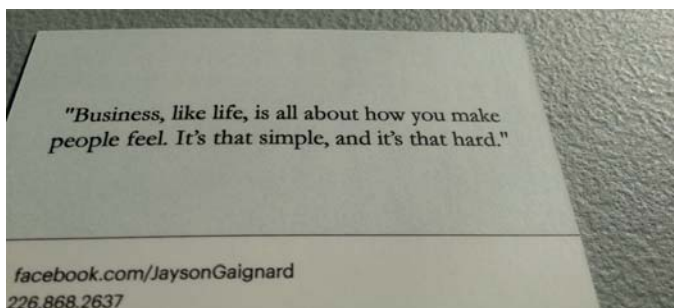
#### Step #5: Enjoy Yourself And Be Generous

Have you ever been on a call where somebody you look up to takes the call, but also makes it clear that they have more important things to do. Their tone of voice is muted and they give quick responses that indicate they're trying to end the conversation.

If you're going to take the time to do the call, you might as well make the most out of it and add as much value as possible while being as positive as possible.

By being direct upfront with your time availability, you don't have to worry about the call taking a long time.

Jayson Gaignard, a super connector and the founder of MastermindTalks, takes this principle to heart so much that his business card says it:



*If you are  
going to take  
the time to do  
the call, you  
might as well  
make the most  
out of it....*

### Step #6: Keep Track Of People's Questions

John Hall is the co-founder and CEO of Influence & Co. Influence & Co helps position individuals as industry influencers and thought leaders through high-quality content.

John keeps a list of the questions that people ask him via ail, over the phone, and in-person. After answering those questions, he puts the question and his answer into a database. He then uses this database as a source of future in-depth articles on his Forbes column.

Once the article is written, he sends the article to new people when they ask him the related question.

### Step #7: Be Ruthless On Whether Or Not To Have A Second Meeting

Jon Bischke, serial entrepreneur and founder of Entelois open on the first connection, but then is more discerning, "I like to say yes a lot initially to new opportunities whether it is a quick coffee or a phone call. That opens up the opportunity for new things. That said, I'm a little more ruthless with second meetings. I think you have to be. During the initial meeting, I trust my gut and try to identify if this is someone I could see myself collaborating with 10, 20, or 30 years. It is not necessarily about immediate value."

Other indicators that will help you determine whether to invest more time: Are they prepared? Are they on time? Do they end on time? Do they show appreciation? Do they offer to help you?

### Step #8: Setup Paths To Stay Connected

If you hit it off with the individual, there are lots of ways to help deepen the relationship. A few paths that I've created are:

Adding them to my 'close friends' list on Facebook.

Putting them in the right bucket in my CRM, so I can easily connect with them when I'm in their city, invite them to a dinner I'm organizing, make introductions, send them relevant articles when I come across them, or just ping them every few months so we stay in touch.

Even if you can't collaborate for the next 10, 20, or 30 years, it still may make sense to stay connected. I like to follow up and encourage the person to follow me on social media and my newsletter so they can get my newest articles when they become available.

Also, depending on your goals, there might be ways to do micro collaborations. For example, as a writer, it's always nice to have an extra pair of eyes giving me feedback on titles and rough drafts of articles. These are the exact situations where a diverse perspective is helpful.

### Take Action

As you've seen in this article, for most of us, it's possible to connect with many more people one-on-one without taking away time from other activities.

As Kevin Kelly, founder of Wired, discussed in his seminal blog post, *1,000 True Fans*, this tribe can be the foundation of your career and life.

If you're looking to be proactive, go over to your social media site of choice and ask, "One of the things I appreciate the most in life are my relationships. How can I be helpful to you today?" You'll be surprised at what you hear back.

*\* \* \*Michael Simmons writes at [MichaelDSimmons.com](http://MichaelDSimmons.com) and is co-founder of Empact. To receive his most popular articles, join his free newsletter. Special thanks to Sheena Lindahl*

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