

# Continuity IQ

from  DSPN

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## Fast Facts for Our Valued Friends and Clients

Here are some bullets and brain teasers about current events from your friends at DSPN. In this issue, we talk about techniques for building employee awareness and skills. If you'd like to forward this message to your colleagues, just click the "Forward Email" link at the bottom of this page.

## Fast Facts about Building Employee Awareness and Skills

### Did you know....

1. NFPA 1600, the rapidly-spreading standard for business continuity programs, emphasizes employee training in Section 5.12. Here's the mandate in that standard: "The objective of the training shall be to create awareness and enhance the skills required to develop, implement, maintain, and execute the program."
2. One way to increase employee awareness is to leverage public awareness programs, such as National Preparedness Month (September), and Hurricane Preparedness Week (during June).
3. A further way to develop awareness is to ask your executives to present awards to the employees who have contributed the most to your program. If your company already has an awards program, this could be as simple as adding a new award category and recommending the names of the recipients.
4. A good way to enhance the skills of your departmental coordinators is to create a forum that allows them to share ideas about improving their plans.
5. Guest speakers usually stimulate good discussion at a meeting of departmental coordinators. A good place to look for a guest speaker is at your local office of emergency services, or perhaps at another company in your area that has a mature business continuity plan.
6. A good way to train Damage Assessment teams is to equip them with damage assessment checklists and building plans.
7. Some companies enhance the skills of their Emergency Response teams by creating an exercise that allows the teams to compete with each other while demonstrating their skills.
8. A good way to enhance employee awareness is to create a custom logo for your program, perhaps derived from your corporate logo's colors and shapes. Once created, you can put it on every document and ring binder you produce. Then people who don't recognize it will ask about it.
9. If your budget allows you to purchase miscellaneous items, you can give logo-imprinted trinkets to employees as they arrive at work. Some companies even

distribute logo-imprinted emergency kits which employees can keep at their desks.

10. You can also place your business continuity logo on the homepage of your company's employee intranet.

## Brain Teasers

### True or False:

1. In advertising lingo, an "impression" occurs every time a member of the target audience views an ad.
2. The Department of Homeland Security recently updated its web site dedicated to educating Americans about the simple steps they should take to be ready for a variety of emergencies
3. NFPA 1600, the emerging business continuity standard, includes a requirement to maintain training records.
4. April is observed as Earthquake Awareness Month in California.
5. All of the following organizations have local chapters where you could potentially find a guest speaker for your next internal meeting: ACP, ASAP, BICEPP , BRMA, CPAC, CPARM, CPE, CREW, NEDRIX.

## Check your answers here...

### Answers to the above questions:

1. True. Ad agencies price campaigns by the number of "impressions" they create. In business continuity, you can raise awareness of your program by creating more "impressions" of it.
2. True. The updated site, [www.ready.gov](http://www.ready.gov) was launched in July 2006.
3. True. This requirement is listed in Section 5.12.5; however, the standard does not specify how record keeping should be accomplished.
4. True. In Hawaii, April is Tsunami Awareness Month, and in Washington, September is Weather Radio Awareness Month.
5. True. To find contact information for these professional associations and many more, [click here](#).

## Readiness Check

### Hard-to-remember details:

1. Does your business continuity program conform to the NFPA 1600 standard?
2. Do you regularly leverage advertising provided by the various public awareness programs?
3. Is business continuity represented when your company holds recognition and awards ceremonies?
4. Do you host regular meetings with your departmental coordinators?
5. Have you created a custom logo to promote employee awareness of your program?

## New From DSPN

### Check these out on our website:

1. DSPN is offering [business continuity workshops](#) in Dallas and Irvine during October and November.
2. DSPN's Free Resources Page now has Homeland Security's [Ready Business Borchure](#).

## Contributors to This Issue

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## Comments and Contributions



### Tell us what you think...

Thanks to all of you who have sent us comments about this mailing.

In responding to recent incidents, did you discover an interesting detail that you would like to share? If so, send it along and we'll consider it for a future issue. If you want us to print a comment or submission about your company, be sure to give us permission when you write.

**Paul**

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