



The reality of the financial crisis: Pragmatism

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Agenda

- Introduction
- The Reality of our situation
- Pragmatism required!
- The good news...
- Questions and Answers



The reality of our situation to businesses

- Dwindling revenues leading to:
 - Headcount reductions
 - Significant organisational change
 - Low morale
 - Cost constraint
 - Greater vulnerability to crisis impact from reduced financial cushioning

The reality of our situation to 'Resilience' Managers

- Increased pressure from:
 - Headcount reductions
 - Increased workload to keep pace with change
 - Low morale
 - Cost constraint
 - Loss of senior management focus

Pragmatism required!

“The only man who behaves sensibly is my tailor; he takes my measurements anew every time he sees me, while all the rest go on with their old measurements and expect me to fit them”

– **George Bernard Shaw**

- Review your mission statement and confirm core BCM objectives with the Board
- Re-prioritise non-core objectives
- Set a new medium and long term plan
- Review your team and talent spot
- Review your budget
- Seek commercialisation opportunities

Retain a resilient and dynamic response by ensuring core functions are fully monitored, resourced and maintained while setting strategic goals for future development.

The Good news...

- The need for effective business resilience has not diminished, in fact, the reverse is probably true...



Questions