

I HEARD IT ON THE INTERNET! Common Emergency Management & Business Continuity Challenges

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Abstract:

Alex Fullick is the host of talk radio show Preparing for the Unexpected on the VoiceAmerica radio network, which focuses on how people, organizations and communities plan, prepare, test, communicate and respond to sudden unplanned events such as natural and manmade disasters and crises.

After a year's worth of episodes discussing topics related to Emergency Management, Business Continuity, Disaster Planning and Crisis Management, as well as other relatable subjects, it's become clear there are common threads and themes that seem to rise to the surface regardless of industry, location or focus for those working to reduce the impacts and suffering caused by traumatic and non-Business as Usual (BAU) events.

These common themes can create issues in all phases of our Preparedness-Response-Recovery-Mitigation phases - or as some would call it - our Plan-Do-Check-Act phases. Regardless of focus, each industry discipline is experiencing the same sets of issues, struggles and challenges, even though they all have the same ultimate goal; to educate and prepare every person, community and organization in the event of disastrous events.

But what are these challenges facing Emergency Response and Business Continuity professionals and researchers?

The concerns raised by researchers and professionals alike ranged from communications - in all its forms from social media, internal organizational communications to conflicting and confusing terminology to the lack of people and community awareness and understanding. From Lessons Observed being falsely interpreted as Lesson Learned, as there was no action attributed to the observation and finally, to addressing systems over society and common fears. This session aims to talk about these common challenges and more, with insight and real-life examples provided by Emergency Management and Business Continuity organizational leaders, authors, industry professionals and practitioners, psychologists and researchers. We'll discuss the areas where we can better improve our working relationships within our various vocations and work with those outside of our profession to ultimately create a sense of resiliency for individuals, communities and organizations.

Keywords: Emergency Management, Business Continuity, Internet Radio, VoiceAmerica, Preparing for the Unexpected, Common Challenges