

The background features a dark blue gradient with a subtle pattern of white dots. Overlaid on this are several circular elements: a large scale on the left with numbers from 140 to 260, and several smaller circles with dashed lines and arrows, suggesting a process or cycle.

WILL YOUR BUSINESS SURVIVE? APPLY BUSINESS CONTINUITY PRINCIPLES

DIANNA HAVNER BRYANT, PHD, CIH, CSP,
INSTITUTE FOR RURAL EMERGENCY MANAGEMENT
UNIVERSITY OF CENTRAL MISSOURI

WHY PREPARE?

- Disasters are socially constructed
 - By definition a disaster is socially disruptive
 - Disrupts daily life
 - Impacts on the built environment
 - Interdependence

SLOW VS FAST DISASTERS

- What we learned from COVID

- Shift in demand
- Shift in supply
- Missing employees
- Increased cost

Social disruption

- Contrast with fast disasters

- Damage to the Built Environment
- Buildings damaged or destroyed
- Loss of Infrastructure
- Slow recovery if widespread

Physical disruption

FAILURE OF FORESIGHT

- Barry Turner
- Disaster Incubation Theory
 - Decisions and policies set the stage for future impacts
 - Early warnings are ignored
 - Hindsight is 20/20, the future is ambiguous
 - Organizations matter

RESILIENT ORGANIZATIONS

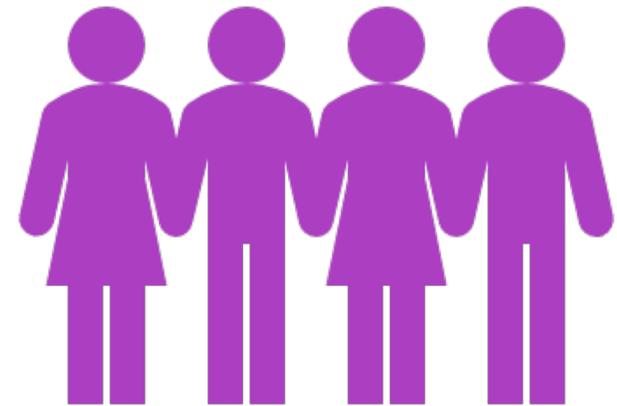
- Identify risks
- Identify essential business needs
- Incorporate redundancy
- Plan for recovery
- Network – disasters are multi-organizational events
- Build Social Capital with the 4 C's
 - Communicate, Coordinate, Cooperate, Collaborate

LESSONS LEARNED

- Failure to plan is planning to fail
- Recovery activities focus on place
 - Recovery for an organization or an individual is not always the same thing
- Relationships matter
- Networks are about connections

ACTION ITEM

ENCOURAGE AND REWARD
INVOLVEMENT IN CIVIC AND
COMMUNITY ORGANIZATIONS



DIANNA BRYANT,
PHD, CIH, CSP

BRYANT@UCMO.EDU