Background Information

Problem Statement

- Organizations have inefficient methods of testing the Crisis Management Plans
- Time consuming
- Expensive
Background Information

Definitions

- Scenario
  - story
- Inject
  - Mini scenario
- Table-top exercise
  - Simulated crisis
Background Information

Team Objective

- Build community of users
- Pilot testing/Gain feedback
- Make Improvements
Teamwork

Team Roles

• Leadership and Deliverables Team
  • Rotating (facilitator)
  • Andrew Wanic (co-facilitator)

• Records Management Team
  • Vito Zabawski
  • Don Monte

• Formal Reports Team
  • Andy Staats
  • Don Monte
Teamwork continued

Team Roles

• Code of Ethics
  • Vito Zabawski
  • Chris Housley

• Programming and Technical Team
  • Ziggy Kusnierz
  • Saurabh Signhal
Teamwork continued

Team Roles

• Presentation Team
  • Chris Housley
  • Vito Zabawski

• Marketing Team
  • George Bochnik
  • Maciej Chojecki
Ethics

Code of Ethics

• Foundation for standards of behavior
• Advertising/Marketing vs. Spam
• Confidentiality of client information in regards to website
## Deliverables and Milestones

<table>
<thead>
<tr>
<th>Milestone / Deliverable</th>
<th>In-Class Due Date (For final review by team)</th>
<th>Final Due Date (Posted to iKNOW)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Plan</td>
<td>Monday 2-18 (Draft)</td>
<td>Friday 2-22</td>
</tr>
<tr>
<td>Midterm Report</td>
<td>Monday 3-10 (Draft)</td>
<td>Friday 3-14</td>
</tr>
<tr>
<td><strong>CMS Site fully functional</strong></td>
<td>Monday 1-28</td>
<td>Friday 4-11</td>
</tr>
<tr>
<td>Meeting Minutes</td>
<td>Tuesday 11-13</td>
<td>Friday 4-18</td>
</tr>
<tr>
<td><strong>Final Website Complete</strong></td>
<td>Tuesday 11-13</td>
<td>Friday 4-25</td>
</tr>
<tr>
<td>Abstract / Poster</td>
<td>Monday 4-21</td>
<td>Friday 4-23</td>
</tr>
<tr>
<td>Final Presentation</td>
<td>Monday 4-21</td>
<td>Friday 4-25</td>
</tr>
<tr>
<td>Final Report</td>
<td>Monday 4-21 (Draft)</td>
<td>Friday 5-2</td>
</tr>
<tr>
<td>IPRO Day Deliverables CD</td>
<td>Friday 4-25</td>
<td>Friday 5-2</td>
</tr>
</tbody>
</table>
Overall Project

Project Results

• Expanded the number of scenarios and injects
• Allow CMS users to add their own scenarios
• Customize
• Improve “Help Section”
• Debug current site and ensure complete functionality
Innovation

Web Solution

• The CMS program is intended to test large or small business and community needs.

• Pre-loaded scenarios and injects to test Crisis Management Plans.
Innovation

Website Features

• Video tutorial on website
• Added new scenarios and injects
• Added guest login
• Improved interface for ease of use
• Improved help
Innovation

Website Features

- Website Administration
  - Manage scenario
    - Add new scenario
    - Edit existing scenario
  - Manage Injects
    - Add new injects
    - Edit new injects
  - Administer scenario component and objectives
Process Improvement

• Action Research Methodology
  • Developed problem statement (Inefficient testing methods)
  • Marketed Program (Youtube, Myspace, 5min, etc.)
  • Collected data (Analyzed data)
  • Took action (Enhanced software program)
  • Followed up (Used data for future enhancements of web-site)
Process Improvement

Web Sites:

- YouTube.com
- 5Min.com
- Wikipedia.org
- Answers.com
- Sears.com
Comments: (1)
"This tutorial was quite helpful. It looks like a pretty decent alternative to the ways in which many smaller companies test their crisis plans. After visiting your site I got a much better idea of what this program could offer!"
- mycrisis123

Links: www.crisistesting.com
www.youtube.com

Views: (65)

Comments: (1)
"You can do some interesting things with this program. There is a large community out there that could benefit from something like this. It would be interesting to see this thing grow."
- energyguy18

Links: www.crisistesting.com
www.5min.com

Rating: 4.5
Views: (451)
Process Improvement

“The website you are adding requires someone to register. When I tried to register it required a company ID and I was not able to register. It is not much use unless people can get the information easily. At this point I would still say it is spam.”

- Jons63 (Wikipedia contributor)

Links: www.crisistesting.com
       www.wikipedia.com

Q: “Where can I find resources for crisis testing and management?”

A: “A good source for crisis testing management is the crisis testing website. It can be found at http://crisistesting.com/”

Links: www.crisistesting.com
       wiki.answers.com
Process Improvement

“I think they (chambers of commerce or industry associations) might find that they have members who would be interested. Perhaps they can put a link on their site. I’d start with the local CoC in Wheaton.”
-Irene Rozansky, CEO
R&A Crisis Management Services

Links: www.cristiasteing.com
www.raconsulting.net

“The tool is excellent, it allows for building a test packet, it is easy to follow and written in friendly terms. A potential audience can be facilities that do not have time to put together scenarios. Some of those facilities can be schools and local government offices.”

Sears

The challenges that a company such as mine and other companies face is the lack of funding and resources to conduct such exercises. More companies are becoming supportive in these types of initiatives however, they still think it may not happen to them. More importantly, employees do not have the time to keep plans current and tested, this is always their lowest priority.”
-Eva Swiss, Sears Holding Company

Links: www.cristiasteing.com
www.raconsulting.net
Process Improvement

Instructional Video
Process Improvement

Challenges the Team Faced

• Directing focus towards larger community base
• Deciding which media outlets provide best exposure
• Interpreting feedback from community of users
Multicultural Awareness

Social, Cultural, & Community

• It takes years to build a successful organization and seconds to destroy it
• A crisis sounds the same in every language
• The results of a crisis effects us all (9/11, Katrina)
• Improved testing of plans can help everyone in society
Summary

• The Crisis Scenario
• Advertising & Marketing
• Results
• Web based tool within the industry
• Closing thoughts
Sponsor

• **R&A Consulting** – Ms. Irene Rozansky, CEO
• Helps companies of all sizes to survive crisis situations
• Define preventative measures and recovering strategies
• Computer security breaches, intellectual property mishaps, terrorism, employee sabotage, product recalls, fires, floods, and earthquakes
• www.raconsulting.net