

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 Signal*



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



Project Management

Deliverables and Milestones

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



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](https://www.youtube.com)
- [5Min.com](https://www.5min.com)
- [Wikipedia.org](https://www.wikipedia.org)
- [Answers.com](https://www.answers.com)
- [Sears.com](https://www.sears.com)



Process Improvement



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)



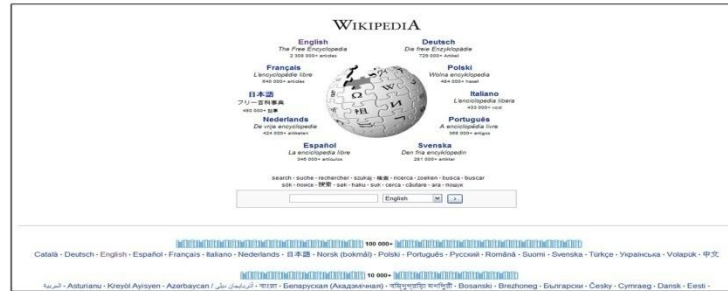
CRISIS MANAGEMENT & SECURITY

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

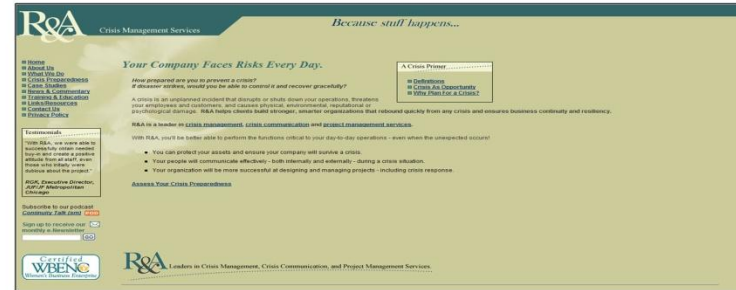


Process Improvement



"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.crisistesting.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."

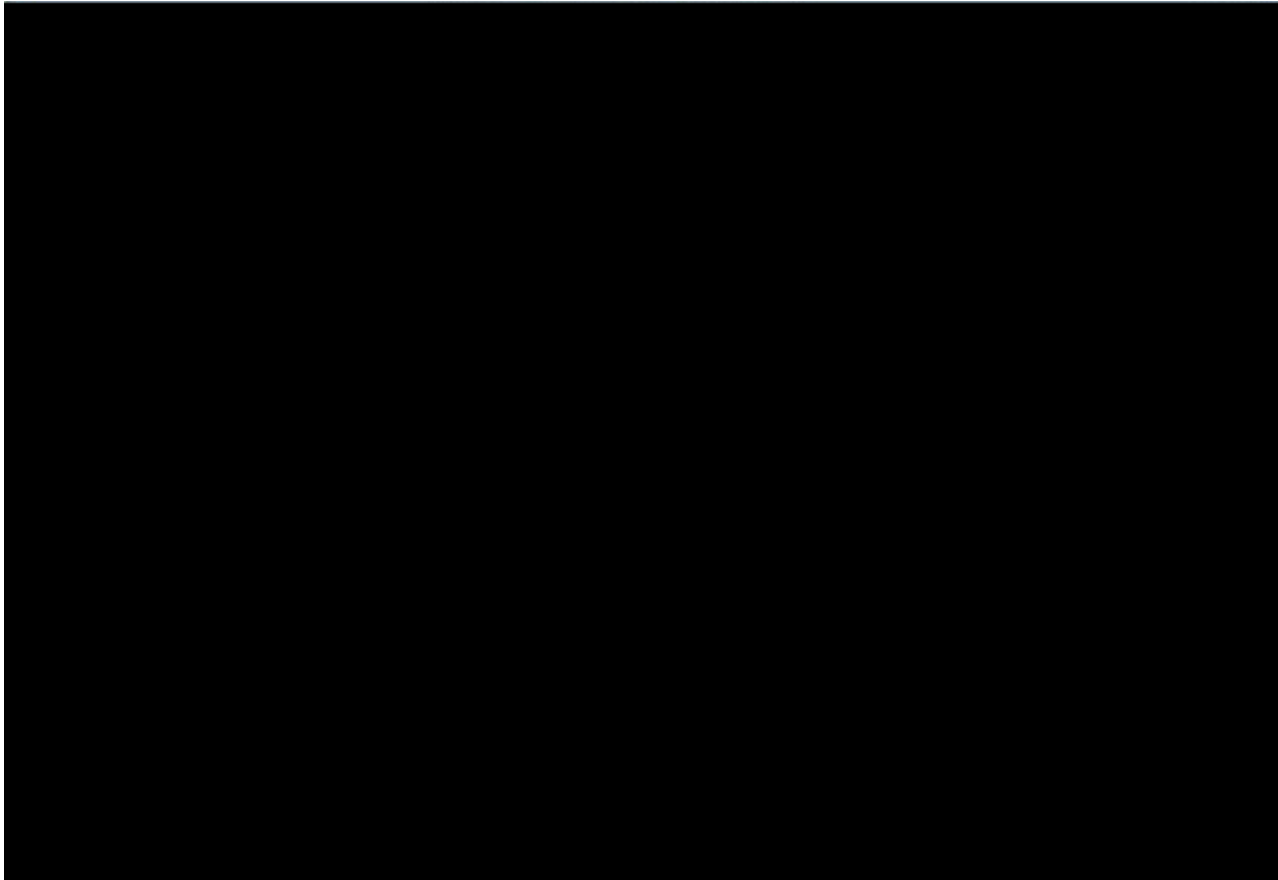
The challenges that a company such as mine and other companies face is the lack of funding and resources to conduct such exercises. More companies are becoming supportive in these types of initiatives however; they still think it may not happen to them. More importantly, employees do not have the time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

Links: www.crisistesting.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

