Principles and Practice of Business Continuity: Tools and Techniques

By Jim Burtles

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This comprehensive how-to guide captures the distilled wisdom and experience of Jim Burtles, a founding fellow of the Business Continuity Institute; an internationally renowned figure in business continuity with over 30 years of experience and teaching across 22 countries; and a veteran of practical experience that includes recovery work with victims of events such as bombings, earthquakes, storms and fires, along with technical assistance/ support in more than 90 disasters, and advice/guidance for clients in over 200 emergency situations.

As such, this book is a gold mine of practical information, based on solid theoretical underpinnings. It is an ideal combination of the practice of business continuity - standards, best practices, global perspectives - and, the process of business continuity - planning, development, implementation, and maintenance. Jim presents a clear picture of not only how to do what needs to be done, but why. By striking a balance between theory and practice, Jim's approach makes the reader's job much easier and more effective.

Illustrated with numerous charts, forms and checklists, the book covers business continuity management from start to finish: understanding risks; assessing impact and developing a Business Impact Analysis; choosing contingency strategies; emergency response processes and procedures; salvage and restoration; disaster recovery; developing business continuity plans, including those for business continuity, emergency response, crisis management, function restoration, and disaster recovery; maintaining long term continuity; reviewing and auditing plans; exercising and testing plans; crisis management; dealing with various personnel issues before, during and after a crisis; and working with a variety of agencies and people, including local authorities, regulators, insurers, fire and rescue personnel, and neighbors.

This comprehensive reference based on years of practical experience will ensure that the reader is in a position to engage in all of the activities associated with the development, delivery, exercise and maintenance of a business continuity program.

There is a glossary of 90 business continuity terms. The accompanying downloadable BCP Tool Kit has 24 planning and analysis tools, including sample

plans for evacuation, emergency response, and crisis management; scripts and plot development tools for creating exercises to test and audit plans; analysis tools for fire exposure, service impact, resource requirements, etc. It also includes checklists, case studies, and Web references.

In addition to those highlighted above, this book includes additional important features:
Ideal for senior undergraduate, MBA, certificate, and corporate training programs.
Chapter overviews and conclusions; charts, graphs and checklists throughout Glossy of 90 business continuity terms.
Downloadable Business Continuity Tool Kit, including templates of a sample business continuity plan, evacuation plan, emergency response plan, crisis management plan; case studies and exercises; student assignments; Websites; reader self-assessment.
Instructor Materials, including PowerPoint slides, Syllabus and Instructor's Manual for 8-week course, with emphasis on student role playing.
Author is a business continuity management pioneer and legend

Develop a comprehensive Business Continuity Plan by tapping into global knowledge base of Jim Burtles, recipient of The Business Continuity Institute's Lifetime Achievement Award, pioneer with 30 years experience in 22 countries, 90 disasters, 200 emergencies. Downloads include case studies, forms, checklists, sample plans, Instructor Resources.

"An invaluable, comprehensive and practical guide to assist companies of all sizes with their Business Continuity Planning -

The Business Continuity Group

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Editorial Review

Review
REVIEWS

An invaluable, comprehensive and practical guide to assist companies of all sizes with their Business Continuity Planning written by a BC practitioner with years of experience to help others learn and avoid pitfalls.
 -- Survive - The Business Continuity Group

Jim Burtles is one of the few practitioners who have both the depth of knowledge and length of experience to write what might arguably be the most comprehensive review of the subject ever produced.

Jim's contribution to Business Continuity has been enormous his unfailing intellectual rigor about his subject, his passion for persuading others of its importance and his determination to turn Business Continuity Management into a mainstream management discipline has never wavered. When others might have thought of retiring, Jim has just started on another challenge, the latest being this formidable *tour de force* through the complexities of Business Continuity.

With so much current debate about the exact nature and boundaries of Business Continuity Management, this book puts it all into perspective and gives us an authoritative view from someone who has really seen and done it all during a long and outstanding BCM career.
 -- Lyndon Bird, Technical Services Director, The Business Continuity Institute

Jim Burtles has made an important addition to the written materials available to business continuity planners. It is comprehensive without being tedious and provides an excellent base line for both planning neophytes and a useful reference for more experienced practitioners.

Business continuity originally lumped together with other types of disaster recovery is increasingly important in a world where all types of disasters seem to occur with increasing frequency. A look back at very recent events reveals product recalls, forest fires, earthquakes, storms, bombings, and floods, just to name a few. Each brought with it not only personal tragedies and dislocations, but also threats to the viability of businesses located in the disaster area(s). Businesses generally recognize the need to and importance of good planning in this area to ensure that they respond well to such incidents especially with regard to mitigating damage and getting back to normal afterward.

However, such planning is neither straightforward nor easy to do. There are many twists and turns along the path to a comprehensive and well-functioning business continuity plan. Those charged with this function always welcome a good reference to ease the task and ensure that as few loose ends as possible are left. Principles and Practice of Business Continuity: Tools and Techniques is just such a basic reference. Its author, Jim Burtles, has over 30 years of international experience in a wide variety of disasters that has

equipped him to write an overview of what goes into business continuity planning and his book does this very well. Of particular value is the CD that accompanies the book enhancing its value as a text and as a reference. The CD has 24 planning and analysis tools, including sample plans, checklists, and exercise guides, along with case studies, exercises web references, and more.
 -- *Security Management Magazine*
--Reviews 1

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From the Back Cover
Key Features

a[Prepares managers for events that interrupt critical business functions.

a[Includes review and audit programs to ensure plans are up-to-date.

a[Follows international standards for business continuity.

a[Endorsed by the Business Continuity Institute

About the Author

Jim Burtles, KLJ, MMLJ, FBCI, is a highly regarded global leader and practitioner in the Business Continuity profession with over 35 years of experience spread across 24 countries. He is also the author of Principles and Practice of Business Continuity: Tools and Techniques and is working on a Second Edition due for publication in early 2015.
Burtles was one of founders of the Business Continuity Institute (BCI) and in 2001 his peers presented him with BCI's Lifetime Achievement Award. In his work as BCI's Standards Officer, Burtles was heavily

involved in the evolution of its professional standards and ethics. As an honorary fellow he now serves on the Global Membership Council representing the interests of the worldwide membership.

He received the Freedom of the City of London in 1992. In 2005 was granted the rank of a Knight of Grace in the Military and Hospitaller Order of St. Lazarus of Jerusalem, an ancient charitable body concerned with the treatment of skin diseases.

Burtles' first involvement with disaster recovery was in 1974 as a field engineer responsible for repairing and recovering a critical banking system struck by lightning. He went on to become IBM's disaster recovery country specialist before joining a disaster recovery service as their principal emergency management consultant in 1987.

In 2001 he set out on his own as the principal of Total Continuity Management, where he now focuses on executive level training and the development of specialist emergency response skills.

Throughout all these years he tended to specialize in serving the personal needs of those involved in emergency situations. He trained and served as a trauma counselor before developing a counseling technique aimed at helping the victims of disaster-related trauma. This was published in 1998 as A Counselor s Guide to the Restabilization Process. His practical experience includes hands-on recovery work with victims of such violent events as riots, bombings, earthquakes, storms, and fires. This includes technical assistance and support in 90-odd disasters, as well as advice and guidance for clients in over 200 emergency situations. Through his activities as a trainer and consultant, he has helped to introduce the personal aspects of business continuity, emergency planning, and related disciplines into both the public and private sectors.

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