

# Do the Right Thing with BC/DR Planning

Atlas Lee  
Shook Hardy & Bacon LLP  
*Director of Information  
Technology & Business  
Continuity*

Toni Reiffe  
Shearman & Sterling LLP  
*Manager, Business  
Continuity Planning*

Moderator  
Pam Hill  
*Managing Director  
Hyperion Global  
Partners*

# Agenda

- A comprehensive approach to BC/DR planning “done right”
- Leveraging existing global and business policies and processes in support of the effort
- The importance of training and education

# So, Are we There Yet?

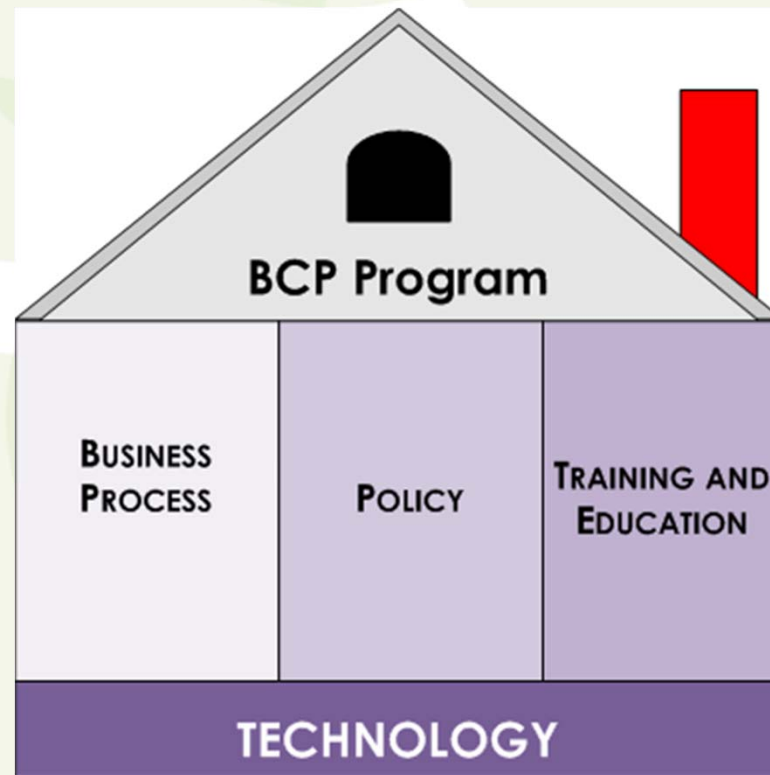


# Time to Get This Party Started

- Business Continuity Planning Program
  - Incorporates
    - DR Planning – Recovery of IT systems and services
    - BC Planning – Emergency action plans, crisis communications and management, business recovery and business resumption
- If you are doing it “right”, you are doing it all (preferably at the same time)
- Strategic unity in action!

# BCP Program

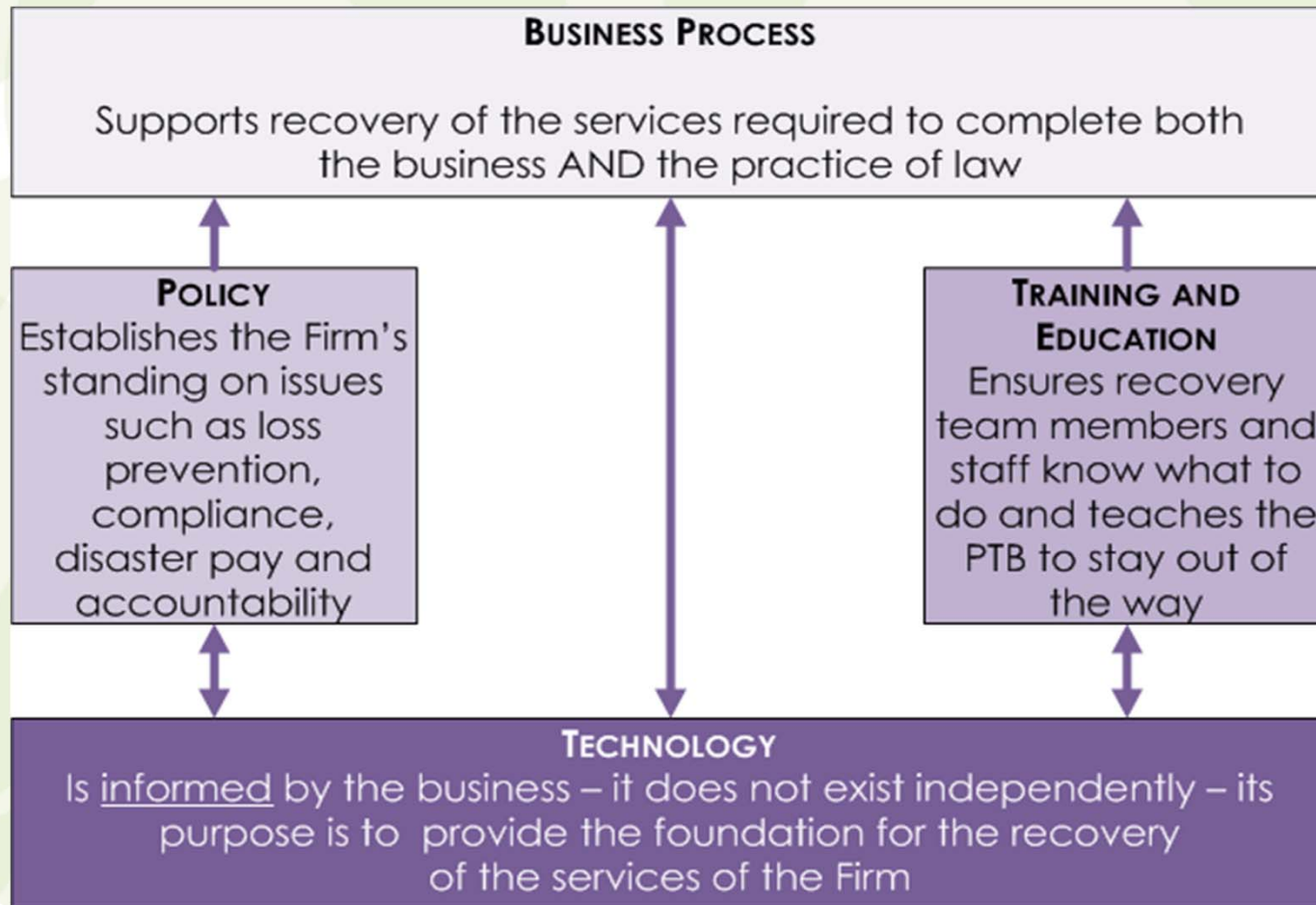
- Incorporates everything required to recover a service



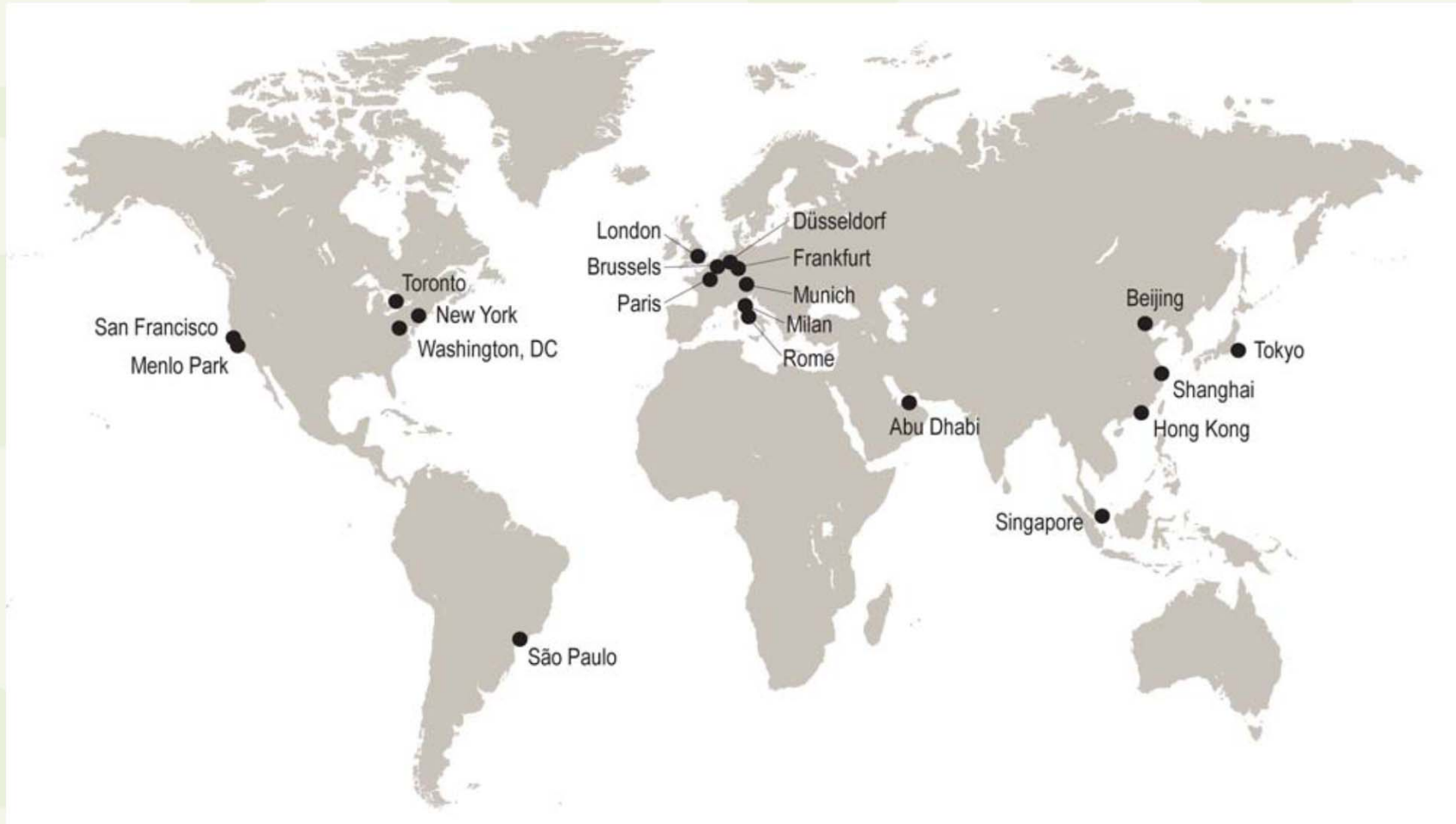


# BCP Done Right

- Lead with the business



# Shearman & Sterling LLP



# BCP Challenges

- Low priority
- Limited resources
- Limited budget
- Lack of interest
- Internal diversity
  - Geography
  - Language
  - Culture
  - Local office governance



# Don't Reinvent the Wheel!

## Policy

- BCP
- IT
- Human Resources
- Other

## Global "Processes"

- Change Management
- Project Management
- Internal Audit

## Global Applications

- PeopleSoft
- Intranet
- Contact Management

## Departmental Processes

- Financial
- IT
- Mail Services
- Call Centers/IT

# Be Creative

- Show value to your firm – *BCP can be an asset to your firm*
- Use Impending Events – *there is nothing like a good hurricane/snowstorm/transit strike/pandemic . . .*
- Lessons Learned – *use your 20/20 hindsight and strike while the iron is hot*
- Building Management Plans – *don't build your emergency response plans in a silo*
- Vendor Plans – *supply chain for law firms*
- Your Neighbors – *notice what happened “down the road” . . .*

# SHOOK, HARDY & BACON



- **1,500 Employees**
- **500 Attorneys**
- **Offices in**
  - Kansas City
  - Houston
  - DC
  - Orange County
  - San Francisco
  - Tampa
  - Miami
  - London
  - Geneva

# Training and Awareness

- **Awareness**
  - An appreciation and greater understanding of the importance of preparing for a serious business interruption and being aware of the fact you will have to recover
- **Training**
  - The acquired skills necessary to get the recovery job done in an efficient and timely manner
- **Awareness always comes before training**

# Program Design

- Scope
- Audience
- Define start, finish and objectives of the training
- Activities
- Schedule

# Sell Program To Management

- **Consequences of not being prepared**
- **Toll a negative impact will have on the firm**
  - Loss of ability to successfully serve the client
  - Loss of credibility
  - Monetary loss
  - Non-compliance with new Federal regulations
- **Reality check**
  - Case studies
  - Experience of others



# Benefits and Negatives

- **Potential benefits**

- More effective incident/crises management focus
- Enhanced reputation of the firm
- Confident workforce and clients

- **Potential negatives**

- Fragmented and ineffective recovery teams
- Ineffective processes
- Lack of confidence in carrying out responsibilities

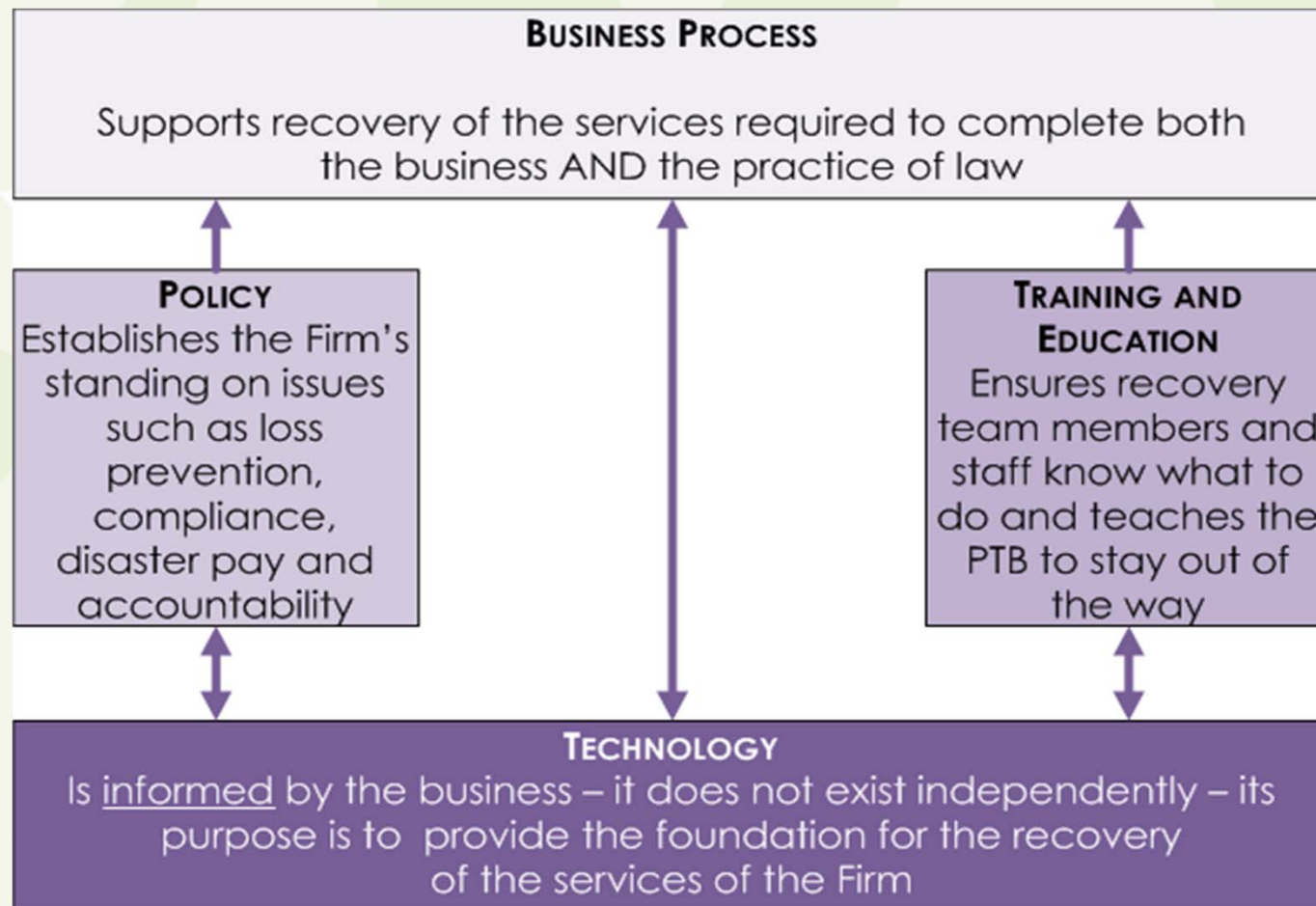
# Awareness

- According to Robert Chandler, Ph.D., an internationally renowned crisis communications expert, there are 6 stages of a crisis Life Cycle
  - Warning
  - Risk Assessment
  - Response
  - Management
  - Resolution
  - Recovery

# Training

- Train to gain experience
- Train to instill confidence
- Train to minimize failures
- Train to highlight your successes

# Pull it all Together!



# Thanks for Coming!

## Questions?

**Atlas Lee**

Shook Hardy & Bacon LLP  
*Director of IT& Business Continuity*

[alee@shb.com](mailto:alee@shb.com)

1.816.559.0300 x74088

**Toni Reiffe**

Shearman & Sterling LLP  
*Manager, Business Continuity  
Planning*

[Toni.Reiffe@shearman.com](mailto:Toni.Reiffe@shearman.com)

1.212.848.4294

**Moderator**

**Pam Hill**

Hyperion Global Partners  
*Managing Director*

[phill@hyperiongp.com](mailto:phill@hyperiongp.com)

1.217.778.6976