



Rocky Mountain Project Management Symposium
Navigating the Waves of Change: Learn. Lead. Succeed.

Project Management in an Emergency Management Environment

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Introduction

- What is emergency management?
- What is private sector doing about it?
- What is government doing about it?
- How can Project Management assist?
- How you can lead your organization



What is Emergency Preparedness?

- Preparing for incidents that impact our business.
 - Fire
 - Flood
 - Snow storm
 - Power Outage
 - Staff availability (Illness, accident)



What is an Emergency?

- An unplanned event
- Cause Injury, Death or destruction
 - Employees, customers or clients
- Disrupts operations
- Threaten financial stability/viability
- Cyber Security incident



What is the Purpose?

Getting beyond the 'Oh Dear' moment

- Thinking through scenarios in advance
- Ensuring safety of employees
- Fulfilling responsibility to clients & employees
- Planning to address consequences
- Following Building and Fire codes
- Protecting records and equipment
- Planning for continuous operations
- Mitigating against known issues



Prepare for What Exactly?

Don't think about the incident, think about the consequence

- Need to evacuate the building
- Need to shelter in the building
- No access to the building
- Not all staff are available
- No power in the building
- No phones, cell phones or Internet



What are the Motivators?

- **Government**
 - Local and State Responsibility
 - Federal Requirements
- **Private Sector**
 - FEMA encouragement
 - Responsibility to Staff and Shareholders
 - Government Regulations
 - What are Health and Financial regs - examples



Colorado Threats and Hazards

- Threat
 - Deliberate Act
 - Terrorism is best example
- Hazard
 - Accidental
 - Man-Made or Natural



Definition of Terrorism

There are many, and some will disagree

Have these attributes

- Stateless
- Ideological position
- Publicity for cause



Colorado Specifics

- Major events
 - Democratic National Convention
 - National Police and Fire Conferences
 - Major League Playoffs
 - NBA All-Star Game



Lifestyle Attractions

- SUV's targets
- Mountain Development



Government Facilities

- Denver Federal Center
- Denver Mint
- State Capitol
- Federal Courts

*Major terrorism events have targeted
Government or Symbolic sites*



Private Sector

- Mining, Oil and Gas Exploration
- Telecommunications hub
- Abortion clinics
- Fur coat outlets
- Military contractors
- Financial and Insurance Companies
- Medical Marijuana outlets and suppliers



Gang/Criminal Activity

- Theft
- Graffiti
- Assaults
- Drugs
- Shootings



Colorado Based Groups

- Sit below the radar
- Remoteness is an attraction
- Fronted by other business'



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And the message is....

While you may not be a target yourself,
you may be impacted



Where would you like to be?

Civil defense

Emergency assistance

Disaster response and relief

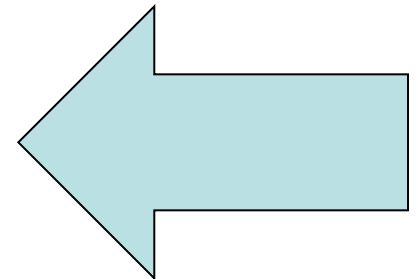
Humanitarian assistance

Emergency management

Civil protection

Disaster mitigation and prevention

Disaster Risk Management





Disaster Risk Management

- Framework of elements
- Options to minimize vulnerabilities
- Options to minimize risks
- Prevent
- Mitigate
- Prepare
- Adverse impacts
- *Sustainable within the environment*



What is Risk?

- PMI Version
 - Probability x Impact = Exposure
- Similar Formulae's from FEMA
 - Risk = Hazards x Vulnerability
 - Risk = Hazard x Asset Value x Vulnerability



What do they need done?

- Risk Assessments
- Business Impact Analysis
- Mitigation Plans
- Grant applications
- Business Continuity
- Emergency Operations Centers
- Occupant Emergency Plans



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Who Needs it?

- Government
- Private Sector
- Volunteer Organizations
- Non-Profits
- Philanthropic Organizations



Before you start...

- Take a look at the logical sequence:-
 - Risk Assessment
 - Business Impact Analysis
 - Funding
 - Planning
 - Mitigation
 - Exercises



Types of Plans & Projects

- Occupant Emergency Plans
- Emergency Operations Plans
- Mitigation Plans
- Business Continuity Plans
- Disaster Recovery Plans
- Grant Applications



Who does them now?

- Risk Manager
- Emergency Manager
- Security Manager
- IT
- HR
- Admin Staff



What happens when/if they finish

- Long Term Role
- Is it complete
- Objective measures of success
- Maintenance of the plans
- Updates vs. re-writes



Pitfalls you may face

- New ways in and old world
- Planning for an unforeseen event
- Many valid priorities
- Many opinions on how it should be done
- Scope is difficult to control



Deliverables

Key points to understand

- Environment won't be normal
- Clear and concise
- May not be 'read'
- Situation may not suit
- Exercises **MUST** be part of the project



Exercises

- Involve the people
- Buy-in from Senior Management
- Involve Senior Management
- Expose issues with plan
- Instills 'Muscle Memory'

***Exercises are a crucial part of any
Emergency Management program***



Catering for the Customer

- Who will be in charge?
- What will they need?
- What you need to ensure
 - Its what they want and will use
 - Exercises develop ‘Muscle Memory’
 - Recipient can adapt to many situations



Sample Plans & Guides

- FEMA planning guides
 - *Comprehensive Preparedness Guide, or CPG 101*
 - *Private Sector Preparedness Program*
- Try Google for the plans we talked about



Summary

- There is a need for this planning in any organization
- PM's can add value to the safety and security of your co-workers and your workplace
- This is a new set of stakeholders
- Challenging learning environment for your PM skills.



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Questions

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