

# Business Continuity and Reputation Risk

## Course outline

This short course can be counted towards one of Governance Institute of Australia's Certificates (see over page for details).

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A succession of major natural disasters, terrorist attacks and other events around the world has increased attention on the need for effective business continuity management. Growing stakeholder expectations for dependable service delivery and reduced tolerance of non-performance have combined to magnify the impact of disruption when it does occur. Senior management is responsible for ensuring that the organisation remains viable and that essential activities continue during and after these major events.

The combination of these issues has placed Reputation Risk Management (RRM) alongside Business Continuity Management (BCM) as important and interrelated elements in an organisation's risk management and governance framework.

The **aim** of this course is to explore the importance and interrelationship of, *Business Continuity Management* (BCM) and *Reputation Risk Management* (RRM) as part of an organisation's total risk and governance management framework.

The **key** objectives are to:

- highlight the importance of BCM and RRM by analysing the fit and fusion of these distinct areas within the context of corporate risk management
- examine the drivers of, and range of solutions to a BCM framework
- explore the key drivers of reputation risk and how they vary across organisations
- analyse and discuss the tools and practices used to identify, mitigate and manage reputation risk
- provide tips and useful resources for developing an organisation's governance and risk management framework.

## Course Content

<b>1</b>	<b>Introduction</b>	<b>1</b>
<b>2</b>	<b>What is business continuity management?</b>	<b>2</b>
2.1	Policy and program management	3
2.2	Embedding	3
2.3	Analysis	4
2.4	Design	6
2.5	Implementation	8
2.6	Validation: Exercising, maintaining and reviewing	9
<b>3</b>	<b>Standards and guidelines</b>	<b>11</b>
3.1	ISO 22301 and ISO 22313	11
3.2	Attorney-General's Department	11
3.3	APRA guidelines	12
<b>4</b>	<b>BCM and related activities</b>	<b>13</b>
4.1	Risk management	13
4.2	Organisational resilience	13
4.3	IT disaster recovery	15
4.4	Supply chain disruption	15

<b>5</b>	<b>What is reputation risk?</b>	<b>18</b>
5.1	Reputation: risk or outcome	18
5.2	Impact of reputation risk	18
5.3	Why is reputation important	19
5.4	Key drivers of reputation	20
5.5	Compliance and reputation risk	21
<b>6</b>	<b>Tools and processes to manage reputation risk</b>	<b>22</b>
6.1	Reputation risk management framework	22
6.2	Understand the organisation's reputation risks	22
6.3	Develop a reputation risk management strategy	23
6.4	Communications response	24
6.5	Review and monitor reputation performance	25
<b>7</b>	<b>Social media and reputation risk</b>	<b>27</b>
7.1	Social media monitoring	27
7.2	Social media and employees	28
<b>8</b>	<b>Case studies</b>	<b>30</b>
8.1	Business continuity – The accountants and the lawyers	30
8.2	Terrorist attack on Glasgow Airport	31
8.3	Qantas Flight 32: An uncontained engine failure	32
8.4	BP and the Deepwater Horizon oil rig explosion	33
<b>9</b>	<b>Conclusion</b>	<b>34</b>
<b>10</b>	<b>Resources</b>	<b>35</b>
10.1	Legislation and regulators	35
10.2	Standards and guidelines	36
10.3	Governance Institute resources	36
10.5	Reports and journal articles	36
10.6	Other resources	37
	<b>Readings</b>	<b>39</b>