

DEVELOPING A CRISIS MANAGEMENT PLAN



Goal

- Prevent All Incidents
- Minimize Major Incidents
- Ensure COOP
- Build Resiliency

Recovery versus Prevention

Adopts the new focus by FEMA

No plan is bullet-proof

Allows funds to be retro-focused

Embraces a holistic approach

Know Your Enemy

- Natural
- Manmade

“No battle plan survives contact with the enemy.”

Helmuth von Moltke the Elder

Process: Inventory Natural

- Hurricanes
- Tornadoes
- Flooding
- Snow/Ice
- Wild Fires
- Earthquakes

Process: Inventory Manmade

- Fires
- Floods
- Hazardous Materials
- Cyber-theft
- Product-theft
- Active Shooter/Assault

Assess Situation



- SWOT
- Gap Analysis
- Sit Stat
- Org Review

What product or process is most vulnerable?

Situation versus Event

- Terrorism or Hazardous Materials Release
- Weather Event or Pre-staging Resources
- Active Shooter or Harden Target

Establish Team

- Internal versus External



“Those not fired with enthusiasm will be fired with enthusiasm”.

Establish Team

- ***Internal***
 - Credibility
 - Knowledgeable
 - Team Player
 - Know where bodies are buried.



Establish Team



- ***External***
 - Visitor
 - Learning Curve
 - Preconceived Objectives

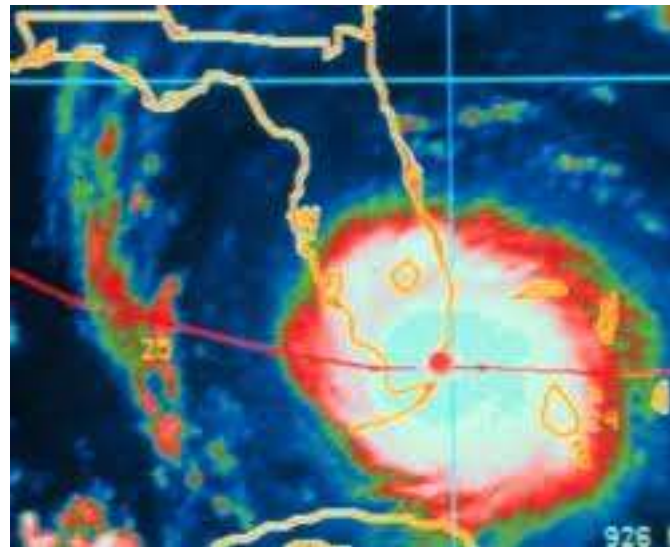
FIVE SIMPLE RULES RULES

Rule 1: Support from the Big Dog is critical.



Rule 2: Keep it Simple

- Alphabet Soup
- Plagiarize (CPG 101)
- Readable
- What versus How
- Lowest Common-denominator Friendly



Rule 3: All-inclusive

- All Employees
- Right-size Committee
- Use SME's
- Involve Responders
- Mutual Aid Partners

Players

- Fire/Rescue/EMS
- Law Enforcement
- Academics
- Architects/Planners
- Emergency Managers

Rule 4: Train

- Interesting
- Learning Experience
- Irregularly Irregular - Unannounced
- Announced
- HSEEP
- Tabletops

Rule 5: Update

- After Action Analysis
- Add/Subtract for:
 - New Technologies
 - New Requirements
 - New Processes/Products

When It Hits The Fan

- Plan for the first 30 minutes
- Have one message
- Social media is not your friend
- Learn ICS
- Backup your backups
- Provide for your employees
- Prepare for 72 hour self-reliance

Q & A

Colonel F. Rojas Montes de Oca, EFO (ret)
Orange County (NC) Emergency Services

frm1@me.com