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**Continuity  
Insights**



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15 Things You Need to Know Now About  
the Pandemic and its Ongoing Impact on  
our World



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# Who is KingsBridge

## ■ Software

- Shield SaaS tool
- Communication Tools
- Mobile App

## ■ Professional Services

- Mentoring, plan development, exercising, gap analysis, audit



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# Agenda

- ■ What have we learned?
- ■ What is the new normal?
- ■ What does the future really hold?
- ■ Additional Resources
- ■ Questions



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# What have we learned?

- ❑ We can no longer say “It will never happen” (more importantly, the people holding the purse strings can no longer say it!).
- ❑ Technology, leadership, and companies needed to change overnight.
- ❑ Unfortunately, many companies are still in reaction mode.
- ❑ It’s complicated.



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# 1. History repeats itself

## ■ ■ H1N1 – SARS – COVID19

- ■ We seem to be surprised every time we have a new outbreak of a virus that causes an epidemic.
- ■ All are viral respiratory illnesses spread through airborne droplets from human to human.



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# 1. ...and then it doesn't

- ■ H1N1 – SARS – COVID19 key differences
  - ■ Transmission and mortality rates
  - ■ Public health responses
  - ■ Scale of impact



## 2. What works

- The best way to prevent illness is to avoid being exposed to this virus.
- The more closely a person with COVID-19 interacts with others and the longer that interaction, the higher the risk of COVID-19 spread.
- Masks should not replace other prevention measures.
- Preventative measures work best when combined.

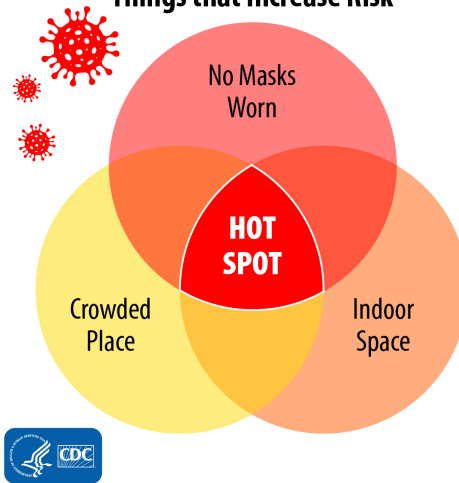


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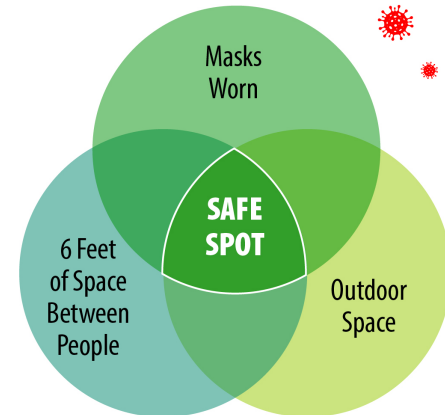
## 2. What works

### Tips for Reducing Risk of Getting COVID-19

#### Things that Increase Risk



#### Things that Decrease Risk



[www.cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)

CS 319539 08/19/2020





### 3. Science evolves

- Early experimental results may differ from final conclusions.
- Science is about reducing uncertainty.
- The urgency around Covid-19 has resulted in public access to preliminary results of research, resulting in confusion and contradiction.



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## 4. Best practices change

- Frustrating
- Challenges - rapidly changing information and lots of unknowns with a new virus
- Effective public health policy requirements
- “Best understanding at the time”
- Messaging



## 5. Life goes on

- Eight months into the pandemic, fatigue has set in – do not let down your guard.
- Follow public health guidance to stay safe.
- Keep an adaptive mindset as you face challenges.
- Just because we are in a pandemic does NOT mean the world isn't continuing – and continues to evolve the pandemic response AND throw new disasters at us.



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# What is the new normal?

- Everyone is having to manage new constraints.
- “Covid complexity” seems to be everywhere.
- Disasters happen during a disaster.
- Make an effort to simplify during complexity and uncertainty.



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# 1. Work from home

- We have witnessed “what will surely be remembered as a historic deployment of remote work and digital access to services across every domain.”
- Bandwidth usage saw a giant increase: since the beginning of March, national upstream growth in broadband is up over 30%.
- Companies faced unexpected costs for remote work reimbursements, from laptops and internet bills to office furniture.

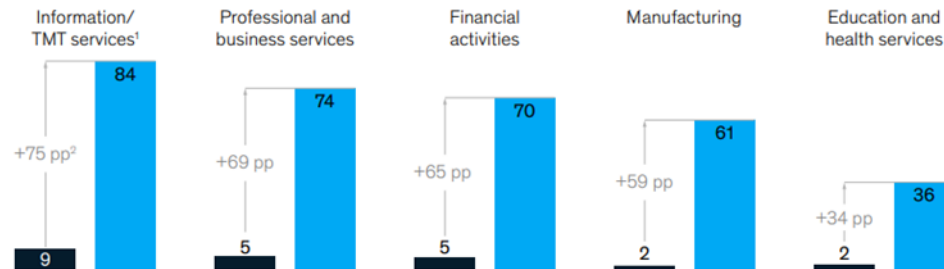


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# 1. Work from home

The levels of remote working have skyrocketed during lockdowns and are likely to remain higher than precrisis levels for some time.

Share of employees working remotely full time, %



<sup>1</sup>TMT = technology, media, and telecom. Pre-COVID-19 figures for remote-work frequency in sector sourced from internal survey (unavailable in American Time Use Survey).

<sup>2</sup>Percentage points.

Source: American Time Use Survey, US Bureau of Labor Statistics, n=134; expert interviews; press search; McKinsey analysis



# 1. Work from home

- Most companies are dealing with new challenges.
  - New policies are needed around bringing equipment home and sanitizing that which is returned.
  - Employees report being more productive, yet how are companies measuring work from home productivity?
  - How do you monitor employees?





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## 2. Zoom and Microsoft Teams

- Use of Microsoft Teams grew by 894% compared between February and mid-June. In the same period, Zoom use grew by 677%.
- Employees who are remote working exhibit growing collaborative application sprawl, with employees using several tools to serve similar needs.





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## 3. Travel

- Business travel isn't dead, but it is extremely limited and likely to stay that way.
- Zoom has proven that most meetings can be virtual.
- Sales presentations don't require face-to-face meetings.
- Companies will want to save money on travel.



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## 3. Travel

- Overall, travel will remain down well into 2021, as case numbers spike in different parts of the US and the world.

### Air Travel - Domestic

The Bureau of Transportation Statistics releases non-seasonally adjusted air traffic data based on monthly reports from commercial U.S. air carriers.

Summary Detailed Metadata

#### Domestic (Monthly)

16.1M

Passengers

6/1/20 - 6/30/20

Down

Previous Year Value 72.8M June 2020



[View Source Data](#)



## 4. Workforce

- Distributed workforce helps BCP by lessening exposures.
  - If your people aren't in one place, they won't all be affected by a fire in the building, protests, etc.
  - Companies that continue large scale remote working have access to more talent, not geographically limited, further reducing risk for certain disasters.
- BUT certain impacts are heightened, e.g power outages.
- Change how you think about key people. Successful BCPs will focus on the function - NOT on the person.



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## 5. Perfect time to do BCP

- If you want to build or upgrade your BCP, you can use KingsBridge's free tools:
  - <https://www.kingsbridgebcp.com/bcp-academy/roi/>
  - <https://www.kingsbridgebcp.com/free-bcp/>
- Need more help?
  - Free training, checklists and questionnaires available at <https://www.kingsbridgebcp.com/bcp-academy/>



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## 5. Perfect time to do BCP

- If you don't already have a good relationship with your IT department, now is the time to put forth the effort so you can work together more effectively.
- Zoom isn't just for meetings any more.
  - It's a great tool for training and cross-training.
  - Documenting procedures for BCP/DR has never been easier. Video a talk-through of the steps and store with your BCP.
- Identify your BCP needs (software?), calculate the ROI, and ask for the money NOW.



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# What does the future *really* hold?

- Just as in our personal lives, an adaptive mindset is a must. Companies who wish to remain in business and grow must promote this within their organizations.
- Look for opportunities. Get out ahead. Don't just react.



# 1. HR policies

- Put employees first.
- Shift to personal ready-at-home instead of office ready for usual events like earthquakes.
- Expect significant changes in Human Resources policies.
- Personal days will largely be replaced by sick days.





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## 2. Remote working security risks

- ❑ Remote working
  - ❑ Over 40% of US-based companies allow employees unrestricted access to sensitive data.
  - ❑ Almost 90% of businesses have over 1 million folders, but do not limit employee access to company files.
- ❑ Personal device policies
- ❑ Cyber security failures
  - ❑ The average cost of a data security breach for a major business would be over \$150 million.





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### 3. Office space use and changes

- Adjustments to office space – more or less?
  - Additional cleaning protocols
  - Safety concerns around mass transit
  - Elevator capacity with social distancing measures
  - Number of people returning – more space
  - Downtown to suburbs with low rise office parks
- A typical employer can save an average of \$11,000 per half-time remote worker per year.



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## 4. Return to the office

- Coming back safely
  - Booking time in the office for spacing
  - Temperature checks
  - Elevator policy
  - Sanitization procedures





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## 5. Technology investment

- When survey respondents were asked about the business outcomes they are prioritizing over the next year, increasing employee efficiency and productivity was the top priority (even more so than cutting costs).
- 54% believe employee service automation, such as IT help desk, will be key to organizational resilience.



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# Summary

- While more information is available every day, the global health situation is not on a linear path.
- “Pivot” and “adapt” have been permanently embedded in our lexicon. For good reason!
- Major shifts in technology and how companies do business will continue to have ripple effects on society and how we practice BCP.
- Don’t delay – ask for funding!



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# Seeking expertise

- Look for experts.
- Vet sources.
  - A Facebook spokesperson said that the firm applied warning labels to 98 million pieces of COVID-19 misinformation from April to June this year.
- Verify!





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# Additional Resources

- ■ When to stay in and how to go out safely
  - ■ <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/deciding-to-go-out.html>
- ■ Remote work savings calculator
  - ■ <https://globalworkplaceanalytics.com/roi>



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# Final Thoughts

- “We should be building up a robust response to the next pandemic. We need a new definition of “pandemic,” such as a response to an infectious threat requiring international surge capacity. It should measure incremental resources needed, including medical protective equipment, personnel, ICU beds, food and water, diagnostic tests, drugs and the percent of domestic gross product that we need for control.” - Richard P. Wenzel, M.D., chair emeritus and professor of the Department of Internal Medicine at Virginia Commonwealth University’s School of Medicine





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# Questions?

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