

"The Value of Standards & Certification in Organizational Risk Management & Health Care Resilience"

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About InterCEP

- World's First Academic Research Center Dedicated to Private Sector Preparedness & Corporate Resilience
- The Alfred P. Sloan Foundation Funds InterCEP Research on Incentives for Business Preparedness
 - insurance, rating agency, mitigating legal liability, supply chain, corporate governance
- Research Focus on the Linkage of “What” & “Why” of Corporate Resilience



What is a Standard?

& why it should matter to you...

What a real Standard is not...

- God's word from above.
- Just a general practice that "everybody does"
- The declaration of an individual or small isolated group
- A regulation

A True Standard is ... the Product of a Process

- Wide representation on core body
 - Large “technical committee” of stakeholders
 - Develops “straw man” for wider comment
- Open and transparent process
 - Comments requested from entire community. All must be responded to with action taken & justification.
 - Ultimately ratified by a large representative body
- Ongoing maintenance (evergreen) to reflect evolving practice
 - Frequent revision cycle

Types of Standards

- Prescriptive
 - Tells you what must be done and how to do it
 - Evacuation stairways shall be “x” feet wide
- Performance-Based / Outcome Oriented
 - Tells you what must be done and you determine how to do it
 - Crisis Warning

So what?

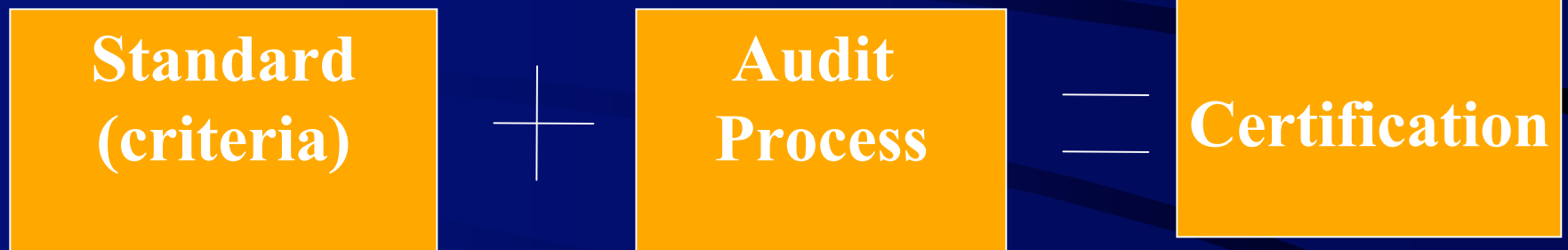
- Standards can provide a convenient and efficient distillation of industry best practices.
 - Versus sole reliance on publications and conferences
 - Avoids each stakeholder having to create own definition of what good preparedness is/terminology
 - Can facilitate exchange of best practices, benchmarking
- Can provide a common tool for wider acknowledgement / rewarding of good practice.
 - Can mitigate legal liability
 - New rating agency review of “risk management”
 - Insurance
 - Supply chain management, etc.

What are Key Standards & Guidance?

What is the New Voluntary Certification Program...

*...and why may it be
of value to you?*

Certification



If can't measure it, you can't
manage it...

...and you can't reward it!



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