



# Why Invest in Business Continuity?

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All organisations, be they a small corner shop, a large company, a government department, or a charity, are continually faced with decisions about how their resources should be deployed, and quite rightly ask the question “Why should we invest in Business Continuity?” Unless that question can be satisfactorily answered, it should not come as any great surprise to find that Business Continuity is not considered to be important.

Here are 10 good reasons why an organisation should devote scarce resources to Business Continuity.

1. **Events happen** – no matter good your risk management is and how well protected you are, there are events that are totally beyond your control. You will inevitably suffer from an incident that causes disruption to your operations, it’s just a question of when and how much damage and disruption the event causes.
2. **Insurance alone is not sufficient** – insurance will provide financial compensation for loss, business disruption, additional costs of working, and liability, but will not protect your reputation, brand value, or stop your customers from going elsewhere. It’s important, but on its own it’s not sufficient to enable your organisation to survive and prosper.
3. **Stakeholder confidence** – all those people and organisations that have an interest in your organisation (staff, shareholders, customers, suppliers, regulators, neighbours, etc.) need to have confidence that you can survive an incident that causes disruption to your operations. Business Continuity provides that confidence.
4. **Good governance** – Business Continuity is now seen as essential element of a well run organisation. Not having Business Continuity in place is a sign of a badly run organisation.
5. **Effective response** – the first few hours are critical when responding to an incident. Business Continuity provides you with a framework for a quick response and a plan of action to ensure that the response is appropriate and effective.
6. **Contractual requirement** – more and more organisations are making Business Continuity a contractual requirement for suppliers. If you haven’t put Business Continuity in place then you won’t be considered by an increasing number of organisations as a potential supplier.
7. **Marketing** – the absence of Business Continuity sends a very negative message to the market and potential customers, the existence of Business Continuity send a positive message.
8. **Regulation** – if you work in a regulated industry, you may find that Business Continuity is a requirement for trading. Even if you don’t, you’ll have trouble explaining to your customers and staff why you don’t think that it’s important.
9. **Financial** – Business Continuity will reduce the impact of an incident on your organisation, which means that it will reduce the cost.
10. **Understanding what’s important** – one of the key elements of any Business Continuity programme is Business Impact Analysis. The output from this enables an organisation to examine the utility of what it does, and can lead directly to a better allocation of resources to focus the organisation on its mission, aims, and objectives, rather than peripheral activities that can often take on a life of their own. The organisation is able to find out what is important and of value, and what can be outsourced or left undone.

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