



PHOENIX

A G2G3 BUSINESS CONTINUITY SIMULATION

PROPULSION

- Increase business resilience
- Create shared understanding and commitment
- Accelerate BS 25999 Certification
- Address legislative requirements



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WHO IS G2G3?

G2G3 is the leading provider of communication tools, gaming solutions and simulations that propel enterprise IT and business alignment.

THE CHALLENGES OF BUSINESS CONTINUITY

- ▶ Gaining buy-in and commitment to Business Continuity Management (BCM) from top down
- ▶ Successfully implementing best practice methodology such as BS 25999
- ▶ Communicating organization's Business Continuity Plan throughout organization
- ▶ Defining business critical activities
- ▶ Providing assurance to stakeholders, customers, business partners and regulators
- ▶ Adhering to compliance and corporate governance
- ▶ Maintaining corporate image and credibility

THE SOLUTION - PHOENIX

Reducing vulnerability and improving resilience is fundamental to the survival of your business.

"Why spend money on something that may never happen" or **"It will never happen to us"** are unfortunately common responses from businesses when questioned about their Business Continuity strategy.

The **G2G3 Phoenix simulation** is a highly interactive business simulation which brings to life the increasing threats posed to organizations today - highlighting why now, more than ever, BCM is paramount within any organization.

Through the use of gaming dynamics, this high impact simulation introduces the challenges of BCM and accelerates understanding, involvement and acceptance of BCM methodology and best practice including BS 25999.

Using a realistic scenario which participants can directly relate to, participants are challenged, following a major disaster, with taking a business from a state of emergency to recovery of its mission critical business processes,

personnel and facilities before the MTPD (Maximum Tolerable Period of Disruption) is breached.

This unique learning approach creates rapid realization of the catastrophic consequences of poor BCM and why it is essential that BCM is considered a mission-critical function and not simply an afterthought.

Phoenix also enables you to incorporate your own BC strategy providing you with a quick and effective platform to communicate your Business Continuity Plan throughout the organization.

Phoenix transforms learning around Business Continuity into an engaging, fun and highly memorable experience.

PHOENIX IN ACTION - HOW IT WORKS

Delivered over 2 rounds, **Phoenix** has been developed to reflect an organization operating in today's challenging business environments which is faced with an unexpected major disaster.

ROUND 1

Following a major incident, the impact of poor BCM becomes evident very quickly. Chaos and panic occurs as participants frantically attempt to restore the business with little or no planning or prioritization. MTPD is breached and the business fails. Participants experience rapid realization of the importance of Business Impact Analysis (BIA) and why it should underpin all BCM processes.

A comprehensive review session is then facilitated and a BIA is performed. Using proven methodologies, participants will then use the BIA to form the basis of formal Business Recovery Strategy which will provide participants with the necessary foundations to devise a Business Recovery Plan.

ROUND 2

Participants are again challenged when the business is hit by another disaster. However, by applying the Business Continuity best practices learned through the practical experience in Round 1, the results of Round 2 are significantly improved, as mission critical services are maintained and the business continues to thrive.

A final review session enables participants to evaluate the day's events and relate the key findings to their own organization.

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