On January 17, the Risk Institute hosted speaker Trevor Woodbury, MBCP, MBCI, CBCLA, Global Head of Crisis Management & Technology Resiliency at Dell Technologies to speak about the ever-increasing diversity and number of crisis events and technology trends affecting both personal and professional lives.

Trevor discussed how crises today are larger and more complex than ever due to our increasingly globalized world and advances in technology.

For organizations of any size, there are important ways to leverage technology in crises, and perhaps even more importantly, to set up workflows and risk management plans to better prepare for crises both anticipated and unanticipated.
What is a crisis?

How is an organization’s approach to a crisis different than the approach to a minor event, or a major disaster? Defining “crisis” is important for organizations to plan how they will manage their response and resiliency efforts.

How can we leverage technology in a crisis?

1 – Provide situational awareness and visualization capabilities
   • Real-time data, relevant in situations with violence, illness, or weather events

2 – Intelligently and dynamically manage / automate workflows
   • Emergency notifications and enabling response plans

3 – Enable remote operations and mobile situation awareness
   • Mobile apps allow for communication

4 – Support organizational resilience and business continuity
   • Operational support materials and disaster recovery plans

5 – Facilitate situation management across multiple & disparate sites
   • For organizations with multiple locations (even global), dashboards allow for visibility across the entire enterprise
Key Takeaways for Risk Managers

Risk Management Functions Revolve Around People
- Keep people (safety, security) at the forefront of risk management preparation
- Lead with empathy in crisis situations
- Ensure technology team is involved in organizational decision-making

Tech is Trendy: Connect Tech to your Org’s Mission
- Don’t get caught up in the “hype cycle” of new tech: ensure you start with the problem and the desired outcome, then match tech needs
- There are hundreds of new AI companies/services, and 94% of U.S. organizations leverage cloud technology – ensure tech is understood and secure

Documentation is Key
- The better a risk manager can understand and communicate organization-level workflows, the better they can leverage tools to avoid risks; and mitigate the unavoidable
- Risk managers should focus on providing quantifiable value in order to achieve the best results

Increase Communication
- Both quality and quantity of communication can be increased: learn how to speak most effectively with different members of the organization, from the front line to the technology team
- Ensure all partners stay up-to-date on evolving risks and related processes and procedures