

Six Benefits of Evaluating Your Emergency Management Program



Do your requests for internal support fall on deaf ears? Does the thought of mapping the needs and goals for your program overwhelm you? Unsure on how to expand the program to work with external stakeholders, like industry or government?

We're here to help. CCEM Strategies understands the usual reasons to evaluate your EM program. Whether your assessing for regulatory and legislative compliance; preparing for the upcoming program audit or (COR) certification; it's all part of continuous improvement.

But many organizations are unsure of what, and how, to evaluate their program, or fear the results will end with the words "not prepared." The analysis should not be avoided. There are numerous benefits to conducting a thorough review and assessment of your EM program, here's why:

1. Highlight successes, gaps and areas for enhancement

While identifying areas for enhancement is an important outcome of your review, don't forget to highlight strengths and areas where the program really shines. Take the opportunity to acknowledge the positive elements. Perhaps it's the organization's detailed emergency management plans, or commitment to regular training and exercising. This will boost the profile of the program and help support continued funding and backing by leadership.

2. Simplify, focus, and prioritize program needs to generate quick wins, short-term goals and long-term strategic plans

The to-do list of an emergency program manager is endless. The assessment will support the prioritization of realistic and achievable goals based on criteria such as criticality and effort – in time management, man-power and cost.

3. Confirm expectations and discover assumptions

The review process can measure the perception of the program by leaders in the organization, better enabling you to communicate and manage expectations and assumptions. It will also identify interdependencies and areas where your program supports other functions and units within the organization.

4. Provide the "why" for program needs, such as budget, personnel and projects

The assessment report will capture and further support funding requests and support for program initiatives – such as training or collaboration with external stakeholders.

PREPARE. RESPOND. RECOVER.

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5. Measure progress

Evaluating preparedness and EM programs is no simple task. The application of standards and best-practices as a benchmark for what your program could, or should look like, will empower you to report on the effectiveness of the management system and the progress made in the program to establish organizational preparedness.

6. Promote a common approach to EM

Conducting a review of the program against regulatory requirements, corporate and industry standards and emergency management best practices is a great opportunity to research and get up-to-speed on the evolution of emergency management broadly and within your industry. Continuous improvement elsewhere is ongoing, as it is within your own organization, and years of lessons learned are shared and applied to benefit emergency management practitioners internationally.

Evaluating the program supports continuous improvement, highlights areas for enhancement and generates momentum. Particularly if your EM program assessment is conducted by a third-party, the final report will deliver an objective summary of the assessment and gap analysis with areas for enhancement. The consultant can then work with you to confirm recommendations and determine your priorities, approach and timelines for implementation.

CCEM Strategies has continuously proven to be a leader for delivering scalable services which include analysis & assessments, planning & program enhancement, training, exercises and strategic facilitation. We design and implement innovative emergency management and business continuity solutions to enhance resilience and complement existing procedures and business processes, while aligning with regulatory requirements, industry standards and best practices.

With diversified backgrounds and extensive technical knowledge, the team brings emergency, business continuity and security management experience to CCEM Strategies.

And, it's truly the collaborative approach of our experienced emergency management professionals who are sensitive to complex multi-stakeholder, multi-jurisdictional responses, sets us apart.

Interested in working together? Let's get started!
Call 604.259.6751 or email info@ccestrategies.com
www.ccestrategies.com

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