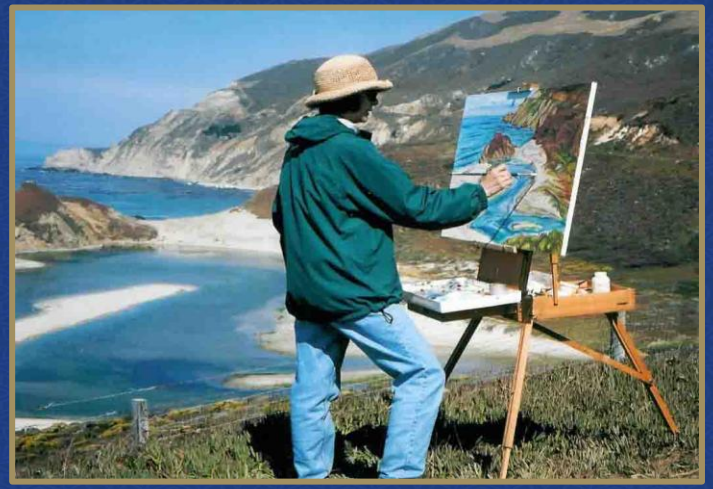
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The Competing Pressures Paradigm (CPP): A Conceptual Model for Improving Emergency & Business Continuity Plans

By Tony McAleavy PhD

2nd International Conference on Natural Hazards & Disaster Management, July 26th-27th 2018, Melbourne, Australia

Scope of the Presentation

- Scope of the Lecture
- Why Plan?
- What is a Plan?
- Validation & Audit Processes
- The Competing Pressures Paradigm
- The Art of Emergency Planning
- Practical Tips for Emergency Planning
- Just a Nice Picture…



Why Plan?

- Question: *Why Plan?*

Reasons for planning include:

- Legal or procedural compliance
- Ensure response efficiencies & effectiveness
- Identifying needs, tasks, priorities & coordination issues
- Aid risk identification, assessment & management
- Simplify complex operations

(Adapted from Alexander 2016)



What is a Plan?

- Question: *What is a Plan?*

A plan is a document that:
- Assigns responsibility to act
- Defines relationships & authority
- Identifies personnel, equipment, facilities, supplies & other resources
- Protects vulnerable persons
- Reconciles jurisdictional issues (CPG 2010)



- Question: *What is the purpose of an Emergency Plan?*

"To inform, instruct & direct participants about what procedures & emergency resources to use"

(Alexander 2002)

The NCEMA IEM/Disaster Management (DM) Cycle

PREVENTION & PROTECTION

< This is the UAE approach; there are other DM Cycles used internationally



RECOVERY

PREPAREDNESSS

*Planning underpins **ALL** phases of the cycle*

RESPONSE

Coetzee & van Niekerk (2012)

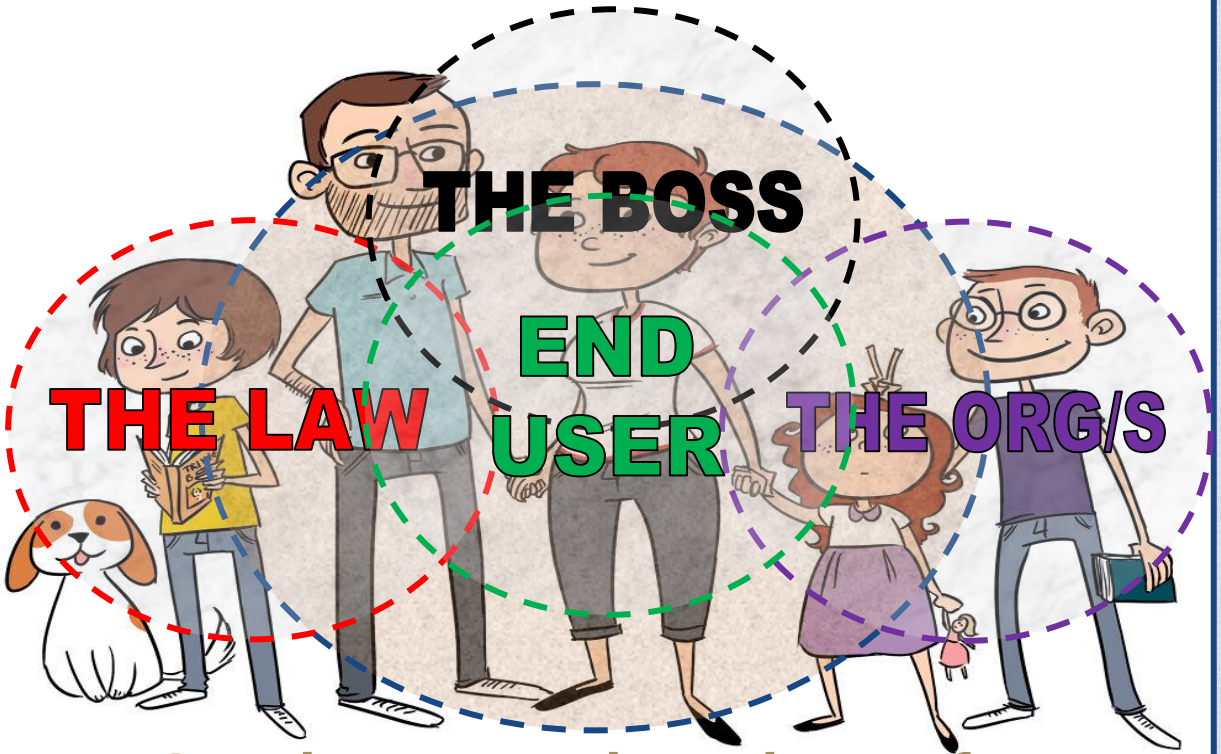
Validation & Audit Processes



(Adapted from Cabinet Office 2011)

The Competing Pressures Paradigm

- A Plan/Plan Writer will be squeezed by competing pressures & requirements
- An effective planner ***holistically*** & ***artistically*** manages **ALL** these issues



- ***Survivors are the primary focus***

The Art Emergency Planning

- Planning is arguably an *artistic* rather than *scientific* endeavor
- No template or approach will guarantee success everywhere all of the time
- Planners need to adjust continually to the specific *local* PESTEL conditions
- ***P****olitical* ***E****nvironmental*
  S*ocial* ***T****echnological*
  E*conomic* ***L****egal*



- Degrees are often BSc or MSc…

Practical Tips for Emergency Planning

1) KISS - *“Keep it Simple Stupid”*

2) Less is (often) more

3) Plans are about people, capabilities & resources not just a *“tick in the box”*

4) ***End-User*** primacy

5) Plan for spontaneity (McEntire 2013)

6) Challenge assumptions & be innovative



“The key to a successful governmental response depends upon the extent to which post disaster human behaviour corresponds to prior governmental expectations and planning”

(Schneider 1992)

Just a Nice Picture…



- Any questions?

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Thank You