

# Review of: "ABC Group's Business Continuity Based on Uncertainty Analysis"

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The BCM approach discussion started reasonably well, but needs more depth and insights. The analysis should lead to deep insights and highlight 3 to 4 key aspects to enable action. The writeup though improved doesn't provide any key insights with numbers or some evidence. This is important as always you would need to have enough insights to present to a board for company level action. In this context the problems are pretty generic. Inside the generic ones there is something very unique for the organization which needs to be uncovered. Like Business today operates this way. A disruptive company can provide these services which can affect 30 percentage of our revenue. Numbers are crucial here. Else it might just get shelved. I don't believe an FMCG company can do anything about natural disasters. These are not in control. The focus should be on what we can control and make a difference. The action steps need to enable execution. A very broad statement of action does not help. A 3 to 4 step action plan is important here. Breakdown into steps and possibly also measurable like KPI or OKR or similar measures and how execution needs to happen. So the end to end story needs all these ingredients which is currently missing. Assume you are writing it like a McKinsey team brought to save the organization. MECE approaches are helpful as well. In order to deal with startups of course at least some part of this company needs to work in similar ways, possibly an investment in an incumbent is also to be considered. Competition and its ways need to be well understood. Very important many of these were not competition say 1 to 2 year back, but now they are. All this information is crucial. Action plan should have milestones and time aspects so that the results can be ensured. The company might need to reinvent itself. If so this needs to be understood and broken down into iterations.