

6 Tips for Talking to Your C-Suite About Proactive Critical Event Management

FORRESTER
Commissioned by OnSolve

When done well, proactive critical event management (CEM) improves business continuity and fosters organizational resilience. Yet managers often struggle to get the attention of the C-suite to make it a priority. The good news is that the right approach can make a real difference.

Understand the Disconnect



The C-suite tends to underestimate risk and overestimate preparedness:

Only **45%** acknowledge risks and disruptions can and do come from anywhere.

Only **48%** expect risk management to be more complex in two years.

57% report their organizations are not proactively mitigating risk.

Yet **nearly half** said their current risk management efforts are optimized or effectively measured.

59% said they are confident or very confident about keeping up with the increasing complexity of managing future risks.

Base: 236 global decision-makers responsible for their organization's risk, security, business continuity, incident management, crisis management, safety or CEM response

Failing To Plan Is Planning To Fail (October 2021), Forrester Consulting study commissioned by OnSolve



Get Executives Onboard with These 6 Tips

Managers who utilize these six engagement techniques have more success gaining the buy-in of their C-suite:

STEP 1

Practice Due Diligence

Prepare for a range of questions. Anticipate attitudes ranging from comfort to concern regarding risk readiness. Focus on changing that to an atmosphere of awareness.

STEP 4

Articulate the ROI

Provide specific examples of the measurable results they can expect. Show them potential improved outcomes. Speak to monetary savings, reduced system downtime and the force multiplying effects of automation/AI.

STEP 2

Identify the Why

Delve into how CEM enables continuous improvement through capabilities including proactive risk awareness, cross-functional coordination and communication flows, integrated technology and post-event analysis.

STEP 5

Cover the Consequences

Discuss both the direct and indirect consequences of inadequate CEM—disrupted operations, lowered employee morale, mass resignations, etc.

STEP 3

Speak Their Language

Deliver an executive-level summary. Emphasize high level findings such as: Organizations with highly mature EX practices are 28% more likely to have higher employee accountability, more innovation, lower attrition and better customer outcomes.¹

STEP 6

Focus on Fluidity

Explain that optimizing CEM is a continuous process. ROI and mean-time-to-recovery will change over time. Emphasize the importance of benchmarks to understand best practices in combination with team dynamics.

For more insights, download the commissioned study conducted by Forrester Consulting on behalf of OnSolve: “Reduce Risk and Improve Resilience with Proactive Critical Event Management: A Spotlight On The C-Suite.”

[Download the Study](#)