## Objectives

### Program Initiation and Management
- Establish the need for a business continuity program.
- Obtain support and funding for the business continuity program.
- Build the organizational framework to support the business continuity program.
- Introduce key concepts, such as program management, risk awareness, identification of critical functions/processes, recovery strategies, training and awareness, and exercising/testing.

### Risk Assessment
- Identify risks that can adversely affect an entity’s resources or image.
- Assess risks to determine the potential impacts to the entity, enabling the entity to determine the most effective use of resources to reduce these potential impacts.

### Business Impact Analysis
- Identify and prioritize the entity’s functions and processes in order to ascertain which ones will have the greatest impact should they not be available.
- Assess the resources required to support the business impact analysis process.
- Analyze the findings to ascertain any gaps between the entity’s requirements and its ability to deliver those requirements.

### Incident Response
- Develop and assist with the implementation of an incident management system that defines organizational roles, lines of authority and succession of authority.
- Define requirements to develop and implement the entity’s incident response plan.
- Ensure that incident response is coordinated with outside organizations in a timely and effective manner when appropriate.

### Awareness and Training Programs
- Document plans to be used during an incident that will enable the entity to continue to function.

### Business Continuity Plan Exercise, Assessment, and Maintenance
- Establish an exercise, assessment and maintenance program to maintain a state of readiness.

### Crisis Communications
- Provide a framework for developing a crisis communications plan.
- Ensure that the crisis communications plan will provide for timely, effective communication with internal and external parties.

### Coordination with External Agencies
- Establish policies and procedures to coordinate incident response activities with public entities.