



How to Build a More Resilient Organization

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Introduction

From extreme weather events and cyber attacks to geopolitical conflicts and supply chain disruptions, security leaders are facing a growing number of potential threats that need to be predicted, mitigated, and analyzed. At the same time, they need to justify their responses and productivity to internal stakeholders.

These responsibilities combine to create an increasingly unpredictable, complex, and high-pressure risk landscape. Consequently, business resilience is no longer something to strive for, but an essential capability all organizations need to have to ensure continuity and long-term growth.



This ebook will introduce you to the basics of business resiliency and how your organization can become stronger through culture, collaboration, proactive risk management, and cutting-edge technologies.

What Is Resilience?

Business resilience refers to an organization's ability to absorb stress and maintain critical operations during a high-risk event. Resilient organizations adapt in response to a disruption and rebound to an acceptable degree of functionality.

For example, many in-person businesses survived the pandemic by adapting to remote work. A few forward-thinking organizations even prepared for these circumstances by implementing flexible, productive work models in a cloud-based infrastructure.



In the early months of COVID-19, a fourth of global businesses experienced a 50% drop in sales. Other organizations—those who withstood the initial shock of disruption—were able to return to an appropriate state of operation. Some even increased productivity during this time.

Strengthening resilience not only allows you to survive disruption, it can also enable your business to thrive under changing circumstances.



What Does Effective Resilience Look Like?

Resilient organizations don't merely aim to ensure continuity during a crisis. To proactively strengthen risk maturity and strategize effective resilience, businesses should also:



Prepare to mitigate the impact of unpredictable risks. Resilient businesses create response scenarios, playbooks, and continuity plans while regularly assessing cash reserves, supply chain diversity, revenue streams, and other valuable resources.



Anticipate risks at all times and regularly modify plans as needed. By understanding that risk is inevitable, resilient businesses are rarely caught off guard by an unexpected disruption.



Detect the earliest warning signs of critical incidents before they occur. Knowing about a potential disruption enables security teams to act faster and organize the optimal response.



Adapt to changing circumstances, survive initial shocks, and recover to an acceptable level of activity. Resilient businesses often rebound faster and better, while some even thrive in their new environment.

The Importance of Culture



Resilience starts at the top. According to [Deloitte's 2022 Global Resilience Report](#), **58.4% of leaders feel that their C-suite demonstrates “active engagement and support” in resilience activities.**



The first thing security leaders need to understand about strengthening culture is that resiliency isn't a specific function of the business, but a product of how risk is perceived across the company—especially by the C-suite.

To build synergy, security teams should focus on organizational alignment. Communicate to executives the significance of resilience using threat assessments, cost evaluations, and other relevant documentation. Winning executive buy-in means having someone to promote resilience inside the organization.

From here, focus on instilling a sense of shared responsibility in the workforce. Everyone should understand their role in protecting the business from risk and know how they might be impacted individually.

How to Build and Execute Cross-functional Playbooks

High-risk events require immediate action. That means stakeholders and security teams need to know exactly what to do and how to respond as effectively and quickly as possible.

Playbooks guide cross-functional collaboration. They help put your preparation into practice during a real-time situation by empowering security teams to mitigate a threat with confidence and speed.

Ensure your playbooks clearly define stakeholder responsibilities, workflows, and plans of action under any given circumstance. They should reflect a diverse range of potential scenarios, but especially those related to critical functions of business, such as your supply chain or data security.

Aligning your response plans with the most sensitive areas of your business will ensure that core functions are maintained during and after disruption. Most importantly, test out procedures rigorously and improve them as you go.



“If you have a security posture already set with policies and procedures, it keeps you from guessing about what to do next. You have it written out. Who do I need to call? Who do I need to reach? What are the laws I need to follow? All those things need to be documented well prior to actually needing them.”

— Timothy Hightower, former National Director of Security at Trulieve

Translate Risk Management into Business Resilience

The better an organization can mitigate risk, the stronger it'll be. If a business is able to prepare for, detect, anticipate, and adapt to their dynamic risk environment, they position themselves to withstand nearly any potential disruption.

But to reach that point, organizations need to look beyond their short-term risk landscape and consider long-term sustainability. Overcoming today's obstacles is one challenge, but having the foresight to simultaneously prepare for any in the future is a competitive advantage all to itself.

Shift your focus beyond the here and now. What risks could threaten your business? Which ones haven't revealed themselves yet? Looking forward enables you to see how disruptions might impact the organization down the road as opposed to only in the moment.

Assess your strengths and weaknesses. How fast can you respond to a threat? How effectively can you organize a response? Identifying areas of improvement is key to translating risk management into long-term resilience.



Strengthen Resilience with Cutting-edge Technology

Effective resilience begins and ends with fast, organized risk management. That's why real-time information technologies like Dataminr Pulse alert you to the most comprehensive details on emerging threats and high-impact events.



Real-time alerting

By providing real-time information, Dataminr Pulse enables you to proactively detect and mitigate risks instead of just dealing with the fallout. This means you can get ahead of a potential disruption, analyze its significance, and organize the most optimal response.



Geovisualization

Security teams need as much insight as possible when it comes to high-risk situations, such as tropical storms or hurricanes. Dataminr Pulse's geovisualization capabilities allow you to visualize information, helping you to locate and protect assets and people during a crisis. By viewing data at a hyperlocal level, you can prioritize risk and organize a better response.



Collaborative workflow tools

Collaboration tools allow security leaders to create iterative response playbooks that help you move from risk detection to mitigation faster. Playbooks allow you to assess incident management from start to finish and analyze an event's future impact on the business.

Enable Long-term Growth and Sustainability with Dataminr

Between an increasingly unpredictable threat landscape and the pressure of protecting the business, security leaders have a lot on their plate. They need a way to build resilience and reduce their exposure to risk both today and in the future.

However, it's not easy to plan for the threats of tomorrow without the advantages of culture, collaboration, or proactive risk management. Organizations who successfully strengthen each of these aspects position themselves to better prepare for, manage, and adapt to high-risk situations.

And with a real-time alerting solution like [Dataminr Pulse](#), businesses can accelerate risk detection and take a data-driven approach to strategic risk management. No matter the size of the security team or its resources, real-time information helps you scale up resilience across the entire organization.

Request a demo to learn more about how businesses like yours can use Dataminr's real-time alerting solution to take risk management to the next level.

