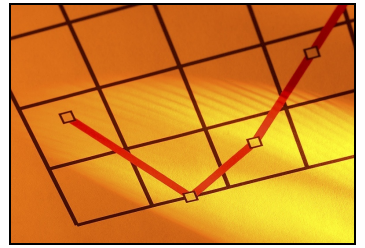




LMI
Group



ContinuityCoach.com

An essential planning tool for survival and success!

Most businesses live in denial. Many think catastrophes and incidents that escalate, happen to other organizations, not theirs. If a crisis occurs, the business will be fine. *Will it? How? What will the first steps be? What will it need to do to ensure its survival?* These are the questions you are probably asking yourself. Prudent business people recognize the benefits of business continuity planning, but until now the cost has often been prohibitive.

LMI Group has developed the Solution!

ContinuityCoach.com is a Business Continuity Management System that will move your business from an uncertain future to a position of resilience, confidence and stability in the event of a crisis. What's more, it will allow you to match the insurance program to your risk profile.

Our system shows how every organization can develop or improve a detailed Business Continuity & Crisis Management Plan, without the need to purchase software or employ consultants. Businesses can access the Plan on our secure server at any time, from any computer, to keep the Plan up-to-date or activate it.

ContinuityCoach.com is based on proven best practice Business Continuity Management. Guidelines explain all you need to know about creating the Plan. It includes benchmarking, which allows business owners to compare current Business Continuity Plans with best practice, based on Standards Australia HB 221, APRA, BCM Standards and the Business Continuity Institute's Good Practice Guidelines. LMI Group are internationally recognized specialists in risk and threat solutions. Our extensive experience has identified the need for an expert system based on international best practice. *ContinuityCoach.com* creates a simple, low-cost, step-by-step process for an effective response to any incident, and recovery

from any catastrophe that may immediately affect an organization. Primarily a planning tool, *ContinuityCoach.com* provides for recovery teams to be ready to respond and offer leadership during a crisis. It identifies all the actions necessary and the

minimum resources required to enable an organization to manage any incident that may lead to a disruption, crisis or catastrophe. Complete either the Business Impact Analysis or Benchmarking Guide to see where you stand. The *ContinuityCoach.com* Business Continuity Plan template is brief and easy to complete.

ContinuityCoach.com includes weekly updates of business continuity news items to keep you informed of the ongoing need for a business continuity plan. Appropriate business continuity planning is essential for the survival of your business. With *ContinuityCoach.com*, you can be confident that you are changing your business for the better. It's all part of the loss

management, risk assessment and technical advice offered by LMI Group.

For further information, please contact John Worthington via email: john.worthington@LMIGroup.com or view the virtual tour at www.ContinuityCoach.com.

Benefits

- *Provides a step-by-step crisis and recovery plan*
- *Allows insurance to be matched to risk profile*
- *Protects against all incidents, uninsured or uninsurable (eg. power or telecommunication outages, reputation threat, security breaches, system crashes and loss of vital records, pandemics or health risks, terrorism, failure of a critical supplier etc)*
- *Ensure on-time communications with staff, media and stakeholders*
- *Guides management towards the business goals vs short-term crisis responses*
- *Improves business survival rate*

Visit our website at www.LMIGroup.com
Australian Financial Services Licence No. 283777

**Loss management, risk assessment and technical advisers
to the general insurance and business communities**

Fact Sheet

ContinuityCoach.com Features

1. Designed for small to medium enterprises ("SMEs"). Research shows that most SMEs do not have a Business Continuity Plan.
2. Threats to organizations are never ending. Take Pandemic as but one example where governments are urging preparedness by all organizations. We provide answers for many threats, as well as specific examples.
3. Compliance-based.
4. More than just a Business Continuity Plan.
5. Risk Assessment and Business Impact Analysis are effectively dealt with for the whole of the organization.
6. Continual benchmarking is possible.
7. Keeps the Business Continuity Plans exercised, alive and certified.
8. Cost reduction.
9. Positive influence on business.
10. No similar essential risk service offered elsewhere.

Client/Broker Benefits

Easy-to-use web-based technology, low cost, with no software to purchase, nor consulting fees.

Concise brief templates guide the completion of an effective Business Continuity Plan for any incident that may cause disruption, emergency, crisis or disaster.

AS 4360, AS HB 221, APRA, ASIC, BCI Good Practice Guidelines, BS 25999, SPRING (Singapore).

A system for those without an existing Business Continuity Plan **or** for those with existing plans (benchmarking tool provided). Our experience shows that many organizations claim to have Plans, but in reality they are deficient and of partial use only. For example, evacuation plan, IT plan, data backup plan, disaster recovery plan, contingency plan, emergency plan, product recall plan, and so on...

Value to insurance underwriters when accepting risk and setting premiums. Particularly useful in guiding indemnity periods and increase in cost of working for business interruption insurance.

Benchmarking tool provides a much-needed proven method of establishing how good any previous or existing plans are, compared with best practice standards.

Unique certification provides proof of fit for purpose Business Continuity Plan and all other features of Business Continuity Management to best practice standards.

Logically, the cost of risk (including insurance premiums) should reduce if all risk exposures and business disruption are managed by a proven system. Underwriters support this theory.

Case studies show organizations that have suffered a seeming disaster and which had a Business Continuity Plan, have been able to increase their market share and maintain their existing client-base.

Enhances insurance broker/client relationship.