

Gaining Adoption

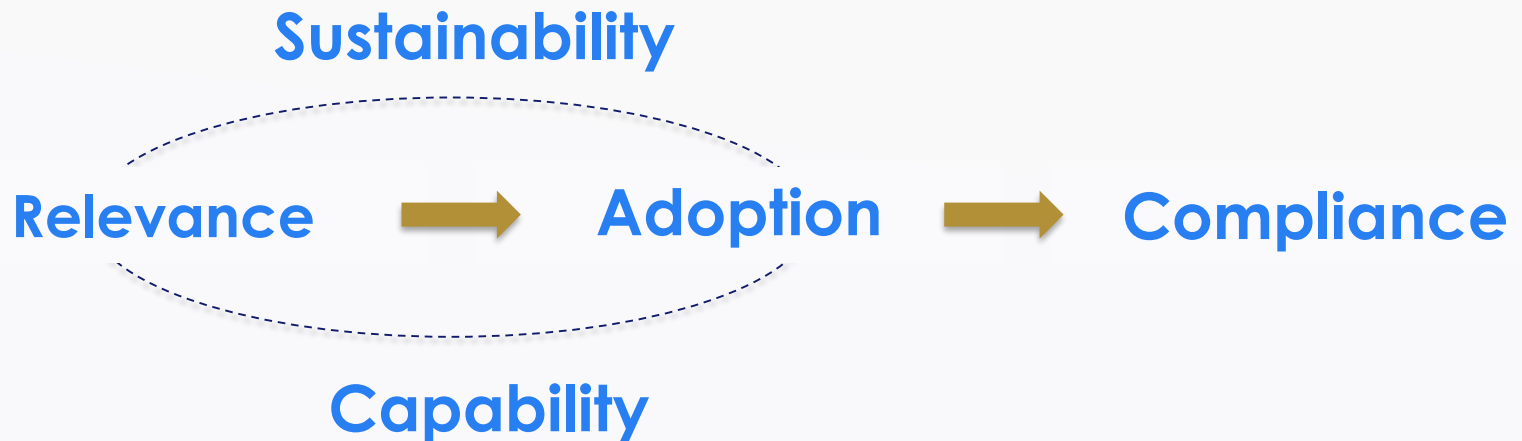
the kavi group



Traditional Approach to BCM:

Linear Methods → Compliance ~~→~~ Adoption

Kavi Group Approach to BCM:



1. Find inspiration outside BCM

Adult Learning Theory



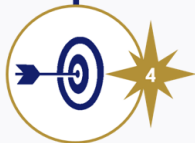
Involvement. We use a collaborative approach to involve learners at the earliest stages of planning to ensure learning is relevant, meets their needs, and has clear value.



Experience. We design learning experiences that allow learners to examine and expand upon the wealth of knowledge and skills they already possess.

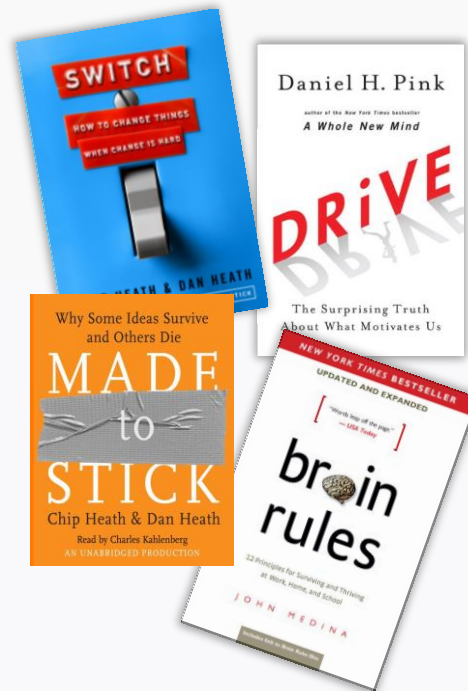


Relevance and Impact. We develop modules that allow learners to access training when and where it is needed so it can be reinforced and put to use as quickly and easily as possible.



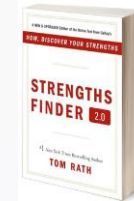
Problem-centered. We integrate case studies and activities that encourage problem-solving, elaboration, and reflection as a basis for learning.

Cognitive & Behavioral Sciences



Adoption & Engagement Strategies

GAMESTORMING
a playbook for innovators,
rule-breakers, and changemakers.



Interaction and
Communication
Styles



Co-creation


2. Rethink your methodology

Align it with the perspective of your stakeholder/audience

Stakeholder Engagement	Executive Engagement	Stakeholder Communication	BCM Toolkit
Program Strategy	Program Design	Program Delivery	Recovery Strategy
Performance Management	Plans BC, DR, ER, & CM	Performance Metrics	Quality Assurance
Learning & Adoption	Business Impact Analysis	Training	Exercising

3. Make it relevant & interactive


Participants are more likely to take ownership of the content from the start if activities are collaborative and engaging.



The Castle Guard

Role: Protect the empire and all its spoils.


- What will you protect? Write the three most important assets – one on each card.
- Why is each one important?
 - How will you protect each one?




The Invaders

Role: Overthrow the empire by destroying what they value most.

- What will you damage or destroy? Write the top three assets – one on each card?
- Why did you select each asset?
 - How will you damage or destroy it?








The Worst Case



Instructions:

- An incident has forced you to implement all the steps in your strategy matrix!
- Reorder the steps from the strategy matrix in sequence of implementation
- Fill in any gaps in the sequence
- What challenges do you foresee when returning to normal?

On the whiteboard, place each stakeholder in one of the five levels of adoption:

- 
Champion
"I'm the only one who believes in this!"
 A **Champion** believes in the program – will proactively contribute, initiate, and/or lead efforts to move the program and enterprise forward
- 
Advocate
"I'm in it for the long haul!"
 An **Advocate** is engaged and supports the program – will actively participate in shared planning and action to influence priorities and outcomes
- 
Neutral
"I'm just here for the ride!"
 A **Neutral** is aware but is not an active participant – will provide input but may be waiting to see real value or measurable outcomes before lending their support
- 
Compliant
"I'll do what I have to!"
 A **Compliant** has yet to understand the value of the program and their role in it – will do only what is necessary for compliance
- 
Skeptic
"I'm just here to see what happens!"
 A **Skeptic** is resistant to participate and will avoid, disengage, or challenge – may provoke negativity amongst their peers

Pre-Mortem



- Define success for your BCM Program – near and long term
- Assume your BCM Program has **failed** to meet the success criteria
- Write down every reason you can think of that caused the failure
- Assign a weighting of 1 to 10 for each reason – 10 being most damaging
- Identify the most effective preventative actions to mitigate root causes

Please contact:

To be the partner, confidant, and guide to leaders seeking to make a positive and sustainable change in their organization



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