Gaining Leadership Support for Continuity Guide

The purpose of the Gaining Senior Leadership Support for Continuity Guide is to assist continuity program managers in their efforts to effectively convey the importance of, and need for, a viable and executable Continuity program that ensures the continued performance of an organization's essential functions during an all-hazards emergency.

The documents are designed to address the types of strategies, information and concepts for briefing senior leadership to gain support for establishing and maintaining a viable and robust Continuity program. Included is the Gaining Senior Leadership Training Guide which is intended to assist Continuity Managers in working through their challenges to include sharing best practices that may assist them in gaining leadership support. In addition, it also includes a Senior Leadership Briefing Guide that provides a framework for Continuity Managers to explain the criticality and value of Continuity planning to senior management leaders.

Key Topics
The Training Guide portion of the workshop includes the following:
- Leadership Support, Roles, and Responsibilities
- Continuity Coordinator Roles and Responsibilities
- Continuity Program Manager Roles and Responsibilities
- Key Elements of a Successful Continuity Program
- Guidance and Continuity Activities for Gaining Senior Leadership Support

The Briefing Guide portion of the workshop includes the following:
- Emphasizing the role of leadership
- Explaining legal authorities
- Defining continuity, stress its importance to the agency/organization, and emphasize the benefits of continuity
- Explaining the importance of and need for senior leadership support and involvement

Training Focus
The focus is on participants being introduced to effective strategies for gaining leadership support for Continuity planning at the Federal, State, and Local levels of government. The guide should be considered a tool to help frame effective information sharing and presentations.

The intended users are Continuity program planners, Continuity professionals, senior management leaders, agency executives, and senior managers at the state, regional and local level.

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