

Public/Private Partnership Community Emergency Preparedness



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Flooding Update 3/23/10



Private Sector Preparation

A PROCLAMATION

"Our goal is to ensure a more resilient Nation — one in which individuals, communities, and our economy can adapt to changing conditions as well as withstand and rapidly recover from disruption due to emergencies."

...(W)e underscore the responsibility of individuals, families, and communities -- including the private and nonprofit sectors -- to do their part before an emergency."

President Barack Obama

Private Sector Preparedness

- Voluntary Private Sector Preparedness Accreditation and Certification Program (PS-Prep)
- Mandated by Title IX of the *Implementing Recommendations of the 9/11 Commission Act of 2007*
- Congress directed the Department of Homeland Security (DHS) to develop and implement a voluntary program of accreditation and certification of private entities using standards adopted by DHS that promote private sector preparedness.

Private Sector Preparedness (cont.)

- Disaster management
- Emergency management and business continuity programs
- Enhance nationwide resilience in an all-hazards environment
- Provide a mechanism by which a private sector entity (profit and non-profit) may be certified by an accredited 3rd party establishing that the private sector entity conforms to one or more preparedness standards adopted by DHS

Meta Leadership Conference

Steven J. Klein
President & COO
American Security & Investigations



Call to Action

- A meta-leader is a leader of leaders, who mobilizes people and organizations to collaborate in times of crisis
- When disaster strikes, meta-leaders reach across organizations and sectors to build cross-cutting strategies to protect the safety of their families, businesses and communities
- They exchange information, share resources and coordinate systems and personnel
- They use their influence and connections to guide a cooperative course of action

Considerations- Examples

- International and domestic visitors
- Major events
- Credible/actionable threats during events
- Credible/actionable weather or natural events
- Credible/actionable criminal events

Challenges- Examples

- Population movement & shelter
- Hospital surges & credentialing
- Special needs populations
- Diverse community
 - Multiple languages
- Intelligence sharing

Operating in Silos

- Until a crisis occurs, leaders characteristically operate within their organizational "silos"
 - Developing emergency plans to protect their own employees and business or agency interests
- An unprecedented event immediately reveals the gaps that exist without overarching coordination of resources, information and action

Importance of Community Participation and Leadership

- Leader:
 - Emotional intelligence: self awareness and self-regulation
 - Capacity to confront fear, which takes you to your emotional "basement"
 - Ability to lead themselves and others out of the "basement" to higher levels of thinking and functioning
- Situational awareness:
 - With often incomplete information, create a broad "frame of reference"
 - Determine what is happening, the presenting choice points
 - Chart a course of action, effectively recruiting wide engagement and support

Importance of Community Participation and Leadership (cont.)

- Leading your silo, a leader:
 - Triggers and models confidence, inspiring others to excellence
 - Drives the learning curve to elevate quality and performance, encouraging strong, effective subordinates who themselves further galvanize cross-silo connectivity
- Leading up:
 - Validating the power-command equation, a leader effectively "manages the boss"
 - Truth to power, effective communication, and being a great subordinate are critical, especially when subject matter experts report to and guide political, business, and community leaders

Importance of Community Participation and Leadership (cont.)

- Leading cross-agency connectivity
 - Strategically and intentionally devise cross-silo linkages
 - Leverage expertise, resources, and information across the spectrum of public agencies and private constituencies
 - Integrating and thereby optimizing capacity and response

Needs of the Government, Private and Non-Profit Sector

- Enhanced communication
- Resources and donation management
 - Who has what?
 - How is it requested ?
 - How is this managed?
- Training and awareness
 - National Incident Management System (NIMS)
 - Incident Command System (ICS)

The Service Begins Now

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Thank you for your time and attention .