

Welcome

Acuity Group specialises in Business Continuity Planning and is recognised as one of the leading consultancies in the field.

Business Continuity Planning

What is it? It's the process by which a company makes sure it can still function in the event of total or partial loss of its internal or external support systems, people or facilities.

Business Continuity planning is about much more than just crisis management and disaster recovery. It's about considering the implications of an incident for *the whole supply chain* – internally and externally - and ensuring that an *end-to-end* approach is embedded in the organisation's culture. As such, it is treated as a priority by businesses who recognise that conscious foresight is a necessity for responsible management. Stakeholders increasingly expect nothing less.

So, who needs to take responsibility, and how do they benefit?

- **CEOs** and Key Directors need to demonstrate the foresight required of responsible management to protect their stakeholders' interests;
- **FDs** need to demonstrate to their Boards and Investors the stability of their organisation;
- in companies with outsourced or centralised off-site support services, **regional MDs** need visibility and control of the functions for which they are held accountable; and
- **insurance brokers** increasingly demand that companies have a business continuity plan in place.

Now widely regarded as a key element of best management practice, Business Continuity Management is a specialist issue of such importance that it has leap up the agendas of companies worldwide. Acuity Group helps companies address *all* the issues involved.