MARIM CONFERENCE 2017
Risk & Resilience in a VUCA World

26 - 27 July 2017   Le Meridien Putrajaya

Facing VUCA Through Business Resilience

Azizul Rahman b. Mohd Basir

Chief Executive Officer, KUB Telecom

facing vuca through business resilience

azizul rahman mohd basir

ceo

KUB Telekomunikasi Sdn Bhd

july 2017

http://twitter.com/azizuls

Azizul Rahman MOHD BASIR

table of contents

business continuity vs business resiliency
capability to continue service following a disruptive incident
VS capability to anticipate disruption, adapt and survive

adapting to VUCA environment
agile, explorative, fail early and rebound

enhancing organisational resilience
covering a range of management discipline, not solely
operational through defensive and progressive approach

business continuity vs business resilience
- promote a more resilient world

a collaborative effort between participants across many management disciplines.

a large number of interrelated management disciplines

adaptive capacity of an organisation in a complex and changing environment[1]

business resilience

business continuity

one of the management disciplines that contribute to an organization's resilience capabilities

provides principles and practices to develop and enhance resilience capabilities

source:
http://www.thebci.org/index.php/resources/position-statement-on-organizational-resilience

1.   ISO /WD 22316. Societal Security – Guidelines for organizational resilience

surviving VUCA requires agile thinking, explorative mindset, fail early and fail frequent
- addressing vuca with vuca ☺

vision	understanding
volatility	**uncertainty**
rate of change	unclear about the present
complexity	**ambiguity**
multiple key decision factors	lack of clarity
clarity	**agility**

awareness
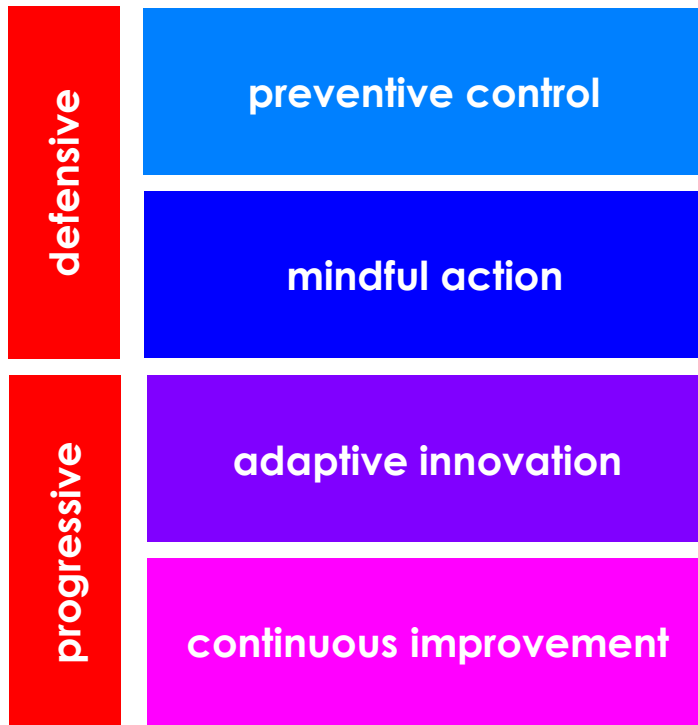**clear purpose creates culture**

scenario planning
anticipate disruption better

strategic risk
understand the possible future

enhance resilience through preventive control, mindful action, adaptive innovation and continuous improvement

defensive	preventive control	• robust risk management • tight security management • best practice business continuity management
defensive	mindful action	• strategic risk • environmental scanning • adapt to threats and respond effectively
progressive	adaptive innovation	• Exploring unfamiliar market and new technologies • fail early, fast and rebound
progressive	continuous improvement	• test, test, test • regular analysis and plan update • lesson learned

source: BSI and Cranfield School of Management

conclusion

While business continuity remains as hygiene, **facing disruption threat in VUCA environment needs larger perspective**. To achieve business resilience, it requires **effort and effective leadership.**

Business resilience calls for leaders to direct and coordinate change, and to do so collaboratively across the organisation – **harnessing the talent capable to develop solution to emerging disruptive challenges**.

thank you

✉ azizul.rahman@kubtel.com

🐦 http://twitter.com/azizuls