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processes  
emergency  
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existing  
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today's  
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Crisis  
ISO22301  
ISO22313  
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Mission  
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Incident  
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crucial  
valued  
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Crisis



**INFINITY CONTINUITY**

Emergency Preparedness | Business Continuity

**Partnering with  
you in achieving  
organisational  
resilience**



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Emergency Preparedness | Business Continuity



### THE “NEW NORMAL”

As Governments, businesses and societies begin to adapt to the post-COVID 19 pandemic environment, organisations continue to evolve in a complex operating climate impacting daily operations, assurance to stakeholders and creating a sense of uncertainty. Left unchecked, these may materialise into potential undesirable consequences causing unnecessary disruption or leading to a crisis in their organisation.

Navigating through these complexities require trained and experienced professionals to ensure such threats do not become a reality and if they ever do, organisations must be ready to implement well tested contingency and response plans to recover from and resume critical operations.

It is a proven and well documented fact when organisations that are resilient and equipped to manage risks not only stand a higher chance of survival in their respective competitive fields but emerge stronger and ready to take on potential opportunities left behind by others who are not as well prepared.

### WHY “SORRY, WE ARE CURRENTLY EXPERIENCING HIGH CALL VOLUMES” IS NOT AN ACCEPTABLE RESPONSE

Your stakeholders expect your organisation to deliver the products or services it has committed to accomplish regardless of whether it was (or was not) on the “risk radar”. What regulators and clients hope not to hear, is when an appointed organisation fails to complete its end of the agreement due to “grey swan” scenarios.

You’ve seen it before. You’ve heard of it before. You may have even been a witness to these unfortunate events during that moment in time. But the truth is this:

*“There is no such thing  
as too BIG to fail”*

Have you got sufficient resources to stay afloat during a risk event and continue to deliver results to your clients? Can you maintain daily operations even when a business disruption takes place? What would you do when your “long term” clients start to look for new service providers? Will “lowering your cost per unit” help you recover? Are you prepared to deliver more, even with less (possibly surpassing business as usual outputs)?

You probably have the answers to the above. But most would probably not.



**Our Vision:** To be a society recognized organisational resilience consultancy and training practice

**Our Mission:** To provide our valued stakeholders with reliable, practical and relevant business continuity, emergency preparedness and crisis management solutions as part of enhancing organisational resilience through our consulting, training and collaborative services

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## FORTUNE FAVOURS THE BOLD

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Managing an organisation or running a business today is no longer like what it used to be pre-COVID 19.

Changes around the globe can be felt almost in an instant. Businesses no longer operate merely on local shores, nor are they restricted to local supply chain systems. Your risks are no longer confined to static “annual reviews”.

**The same for your stakeholders.** With advancements in technology and the fluid changes in regulatory requirements, clients and citizens are now well informed on the many possibilities and choices they have in achieving their own objectives. Their options are no longer limited. In fact, it has gone infinite.

Does that mean stakeholders no longer need your products or services? Of course they do. The question we should be asking ourselves, is: *How do you keep them coming to you? How would you continue to maintain your reputation and, in the process, grow your business or gain public trust?*

## RESILIENCE IS NOT AN OPTION

Whether you get to keep your clients, how you can sustain yourself during a crisis, or if your business can continue to scale up operations and take advantage of available opportunities, is all within your grasp.

It's all about taking charge, maintaining an effective overview of your business and being able to anticipate what changes may come tomorrow.

In summary, it's all about effective risk management and developing a sustainable organisational resilient culture.

More importantly, it's about partnering with an entity that does what it's best at doing: enabling governments and businesses to develop a resilient system that is practical, cost and resource effective and sustainable, not just today, but also tomorrow.

Your stakeholders expect more than simply delivering "agreed results". And if there's anything more than that, it's having in place an effective system of resiliency measures that can withstand disruptions, swiftly recovering from it, and resuming business as soon as possible (while capitalising on opportunities along the way).

## INFINITY CONTINUITY



*"Business as usual is no longer enough. Organisations need to deliver more than simply agreed results."*

We're an independent organisational resilience consultancy and training practice with a core focus in emergency preparedness, business continuity and crisis management.

Established since 2013, our goal is to enable governments and businesses to achieve organisational resilience through customised solutions specific to our clients' needs, goals and strategy.

Our services can be broadly categorised (but not limited to) as follows:

### a) Business Continuity

- Organisational resilience maturity assessment
- Programme and policy development
- Business impact analysis and risk assessment
- Plan(s) development
- Training and awareness workshops
- Validation tests and exercises
- Readiness maintenance
- SMART BCP (rapid programme development)
- "CBCI" Certification Course delivery

### b) Emergency Preparedness and Crisis Management

- Crisis management consultancy and training
- Incident management training
- Emergency response plan development and audit
- Scenario-specific exercise management and maintenance workshops

Talk to us today at (65) 68086016 or email us ([Enquiries@infinitycontinuity.com](mailto:Enquiries@infinitycontinuity.com)), or simply visit our website at <http://www.infinitycontinuity.com> to find out how we can partner with you!

