Ask eRMA

ONE-PAGE BRIEF

BUSINESS CONTINUITY · ENGAGEMENT

The six-second executive: engaging leaders in resilience

Leaders give resilience seconds. Process owners give it minutes a quarter. Most programs are built for neither.



Two audiences, one problem

Executives aren't uninterested in resilience. They're uninterested in reading about it.

Process owners aren't against planning. They're against answering the same questions every year with nothing to show for it.

> Both respond to a clear reason to act, in the time they actually have.

FOR THE SIX-SECOND EXECUTIVE

1 Lead with one answer

Can critical services be delivered within tolerance today? Yes, no or unknown. The rest is detail.

eRMA → Role-based workspace for leaders

2 Show exceptions, not everything

Three items that need attention beat forty that don't. Say what each affects.

eRMA → Picture-first pages, attention first

3 End with a decision

Accept a risk, fund a fix, approve a plan. And show "unknown" honestly: false green costs credibility.

eRMA → "Unknown" is never shown as healthy

FOR THE DISINTERESTED STAKEHOLDER

4 Ask less, and ask once

Pre-fill what's known, inherit shared answers, ask only what changed. Ten minutes gets done.

eRMA → Group BIA inheritance, Employee Kiosk

5 Give something back

Show owners what their process depends on and who covers for whom. Collecting alone is a chore.

eRMA → Impact Map of their own process

6 Rehearse their own scenario

An exercise built on a team's real dependencies does more than any reminder email.

eRMA → Exercise, results against each RTO

Three questions to ask any vendor

1. **Show the first six seconds.** What does a senior leader see on opening it? Is the answer obvious?
2. **Show a manager's task.** How many minutes is a quarterly update, and how much is pre-filled?
3. **Show what's in it for them.** What would bring a process owner back?

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