

15 min podcast on Invincible Synergy: Resilience & Sustainability

Intro

In today's podcast our speaker will be talking about Invincible synergy – Resilience & Sustainability. They will be sharing their insights on what it takes to blend resiliency and sustainability and how this synergy is unbeatable in this changing world to continue business operations. Let's ask our speaker.

Hi Neha, could you introduce yourself?

Hi (Host), This is Neha Sharma, I am certified business continuity professional and Business continuity management system, Lead auditor. I have been contributing to organizational resilience for more than 5 years. I am working as BCDR technical specialist, facilitating the businesses to continue to deliver its critical services during disruptions.

Thank you for the introduction Neha. So diving in, can you let us know how do you co-relate sustainability and resilience?

Sustainability is the ability to exist, to be maintained and to develop, It means continuity wherein Resilience is the ability to quickly adapt to disaster or crisis and recover as soon as possible, basically, bouncing back. If people and organization are sustainable it has a higher chance of being able to bounce back to its normal environment after a disaster, right? You see, sustainable systems boost resilience.

In the same way, Resilience can provide the system that people need in order to sustain and maintain an organization. Sustainability and resilience both focus on the diligence under normal operating environment and for responding disaster.

In fact, the key phase in advancing an efficient organizational business resiliency plan is to find out the business-critical processes to be sustained in the occurrence of a disruption, along with linked application, infra. Which we find out during BIA, business impact analysis.

BIA outcomes help building resilience and we identify the significant risks that could have been avoided or diminished with sustainable methods while doing risk assessment.

So Neha you spoke about how, sustainability is the ability to exist and Resiliency is the ability to quickly bounce back. But can we replace resiliency with sustainability?

No, in fact they complement each other. You know, Sustainability is never going to be a substitute of resilience. They go together like hand in gloves or I can say: two sides of a coin. Sustainability focuses on avoiding terrible changes and their adverse consequences on people and the organization whereas resilience is about confronting and overcoming these changes without being completely swamped by them.

Sustainability leads with an operating system, and then considers at how long that arrangement can function without breaking down. Resilience starts off with a disaster, and then sees at how to go ahead afterward, how to stop or minimize a disaster, or at least reduce the negative impact of the it. To be very honest, if not contemplated holistically, it will result in more fragility and vulnerability in system.

Neha, since you say resiliency and sustainability complement each other, how does blending sustainability & resiliency together amplify the impact?

The organizations operate in both unpredictable and uncertain environment. Financial shocks are becoming more frequent. Only companies that are both sustainable and resilient can overcome the daunting challenges.

Improved resilience and enhanced sustainability together permit better anticipation of disruptions and better preparation to reduce impact—rather than wait on for a disaster to occur and compensating for it afterward. However, developing the culture and methods of merging resilience and sustainability are not easy or inexpensive at all. But we need to constantly innovate concepts to blend them effectively to be better prepared for future crisis whether it be responding to climate change or technology related disasters.

How has the synergy of improved resiliency and enhanced sustainability impacted the organizations during the pandemic and how are the organizations changing to face the future with this synergy?

It is most important to be resilient and sustainable in this dynamic and volatile world and we have the live example of COVID-19 crisis and COVID-19 is not only the one, We have a history of pandemics and future is unknown. [This synergy indeed helped organization to survive this. Organization that was resilient and made decisions for the upcoming months in the initial weeks after Covid-19 hit upon us did well and they integrated sustainability into their business operations before the pandemic have set. Now they are putting an even stronger focus on it during the crisis. More importantly, they were much more agile in responding to unexpected pandemic.](#)

It is said by Benjamin Franklin that by failing to prepare, you are preparing to fail (Ref. is mentioned here)

Traditional approaches to BCM have fixated just on recovery – that is, replacing infra and other critical resources after a business disruption. Such organizations are dealing with either customer loss or revenue loss. On the contrary, organizations who proactively identified appropriate resilience and recovery strategies that work with sustainable methods are constantly meeting their recovery objectives and minimizing downtime and business impact.

Organizations are taking an integrated approach to these significant risks, realizing uncertainty and boosting resilience. [Standard continuity strategies are developed that are both sustainable and that empower business resilience.](#)

Neha, You made a great point there about a Pandemic being not the only factor to impact business continuity in the future. How are we at HCL helping organizations shape their future with resiliency and sustainability?

We are building a robust comprehensive management plan that will make all the stakeholders like customers, investors, vendors secure about the future risks by merging sustainability into resilience. We work on the concept of risk and resilience assessment, evaluate the vulnerabilities, threats and consequences from possible risks and provide different types of continuity recovery strategies and solutions as per the client need or requirement.

[Mostly companies have well-structured](#) plans in place which work well in a predictable environment. We are developing our resources and strategies that deal with what is not foreseen and is unknown, in short unidentified risks to improve resilience, including physical security and cybersecurity.

We are advancing diversity, looking for alternatives for each resource to manage or recover from disaster, working on backup plans.

Realizing that business needs are constantly changing, HCL has developed the system to automate BCM and not to depend on humans solely during disruption. It offers various BC and DR services and plans for the continual evaluation and enhancement of BCM programs and capabilities. This automation also helps in performing gap analysis of inadequacies to prevent the repeat of BC and DR failures and generate the reports.

That was very insightful Neha, Lastly, I am sure our listeners would like to know what can the enterprises of the future do to become more resilient and sustainable?

[Merriam-Webster's online dictionary says](#) resilience is the ability to become strong, healthy, or successful again after something bad happens. (Ref. is mentioned here)

We can take a collaborative approach and seek opportunities from challenges or crisis. Only change is constant, and we need to prepare ourselves to adapt to it as soon as possible and develop with the time.

We need to focus on innovation to accommodate fluctuating business needs. Be it personal or professional front, we must innovate new strategies according to the drastically changing environment so that we can adjust to better sustainability.

Besides this, being accountable and reliable is very crucial. Therefore, it is high time to be accountable and learn from the mistakes, while improving constantly for a resilient and sustainable future.

Outro

Thank you for listening to the Podcast which talks about invincible synergy: Resilience and sustainability. We truly liked talking to Neha about what it takes to blend resilience and sustainability and how this synergy is unbeatable in this changing world to continue business operations. Moreover, she shared how we need to be more resilient and sustainable to cope up with drastic and unpredictable changes in personal or professional life. You can reach out to Neha on LinkedIn at 0501nehasharma@gmail.com. if you wish to connect to us, visit (). Signing off. Stay home stay safe