



Middle East CFO Reflections

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The **CFO** Program

Dear CFOs and Finance Leaders,

In recognizing that an organization can never be fully in control of its operating environment, it is safe to assume that all organizations will face a disruptive business continuity incident and/or corporate crisis at some point.

"Most businesses will face a crisis at some point; it's a matter of when, not if,"
Peter Dent, leader of
Deloitte Touche Tohmatsu
Limited Global Center for
Crisis Management.

In this day and age the type of incident / corporate crisis could be anything from a cyber-attack, regulatory failure, political conflict, natural disasters and everything in between. Being aware of the threat is not the same as being ready for it.




The importance of putting capital asset management plans into place that can be called into action if disaster strikes cannot be underestimated. Along with having a detailed Business Continuity Management System (BCMS), educated and trained key staff and executives will ensure that a crisis is dealt with as smoothly as possible.

According to the Deloitte Touche Tohmatsu Limited (DTTL) survey report *A Crisis of Confidence*, less than one-third (30 percent) of board members who had experience in past crises said their reputations recovered in less than a year. Sixteen percent said it took four years or more. Financial and operational crises had similar long recovery times.

As a CFO and key member of the C Suite, it is important that business continuity be a key part of your agenda.

Reflections

Click on the titles below to read the top selected articles related to pricing:

	
Stacking the deck: What's an effective crisis response?	Capital projects: Managing the risk
	
Uncovering the Unforeseen Advantage in a Crisis	A Crisis of Confidence – Survey Report

Kind regards,



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Middle East
Point of View

Middle East
matters

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