

STRATEGIC ADVICE TO  
NAVIGATE  
GLOBAL  
UNCERTAINTY



bryghtpath

# STRATEGIC ADVICE TO NAVIGATE GLOBAL UNCERTAINTY

**B**ryghtpath LLC is a strategic advisory firm that specializes in global risk, business continuity, emergency management, crisis communications, and public affairs.

Our team of globally recognized experts offer strategic counsel on identifying, preparing for, and managing risk to your company, non-profit, or public sector agency.

## WHO WE WORK WITH

We work in many different industries with clients of all sizes and locations. Our team possesses deep global operating experience on every continent around the world.

We also partner with other advisory and consulting firms to augment their services.

## CONTACT US

Give us a call at +1.612.235.6435 to learn more about how we can support your needs.





## OUR FOUNDER

**B**ryan is a globally recognized strategist and thought leader who founded Bryghtpath LLC in 2014 after a 21 year career at Target Corporation where he built and led the retailer's Global Crisis Management & Business Continuity function. Under his leadership, Target received numerous awards from the Federal Emergency Management Agency (FEMA), the International Association of Emergency Managers, and the Business Continuity Institute.

A valued industry leader, Bryan previously served as a board member and Chair of the Private Sector Committee for the National Emergency Management Association (2011 – 2013) and as the Vice Chairman of the Retail Industry Leaders Association's Disaster Recovery and Preparedness Committee. In these roles, Bryan worked closely with FEMA to develop the Private Sector Representative position in FEMA's Office of the Private Sector and with leaders across state and federal government, including the US Department of Homeland Security and the White House, to build stronger connections between the public and private sectors.

Bryan holds multiple professional certifications in business continuity, emergency management, information security, project management, and physical security.

He is a member of the International Association of Professional Security Consultants, the Private Sector Committee of the National Emergency Management Association, and the Royal Institute of International Affairs (Chatham House, London).

Bryan holds a Bachelor of Science in Criminal Justice Administration from the University of Phoenix and a Masters in Business Administration (MBA) from the University of Minnesota's Carlson School of Management. He is a graduate of the National Preparedness Leadership Initiative Program at Harvard University's JFK School of Government.



BRYAN STRAWSER, CEO  
@BRYANSTRAWSER



# SPEAKING

**B**ryan Strawser, founder and CEO, along with other Bryghtpath consultants, travel globally to present keynote addresses, break-out sessions, workshops, and panel discussions (as participant or moderator).

Our presentations are engaging, thought-provoking, and represent the cutting-edge of current strategies, presenting information in a manner that resonates with conference attendees and companies.

## **Our most requested global risk topics:**

- Rethinking business continuity: How to improve resiliency, manage risk, and drive profitability in your corporation
- Building a crisis management framework: How to ensure your company can pull together and turn a crisis into an opportunity for your business
- Becoming a resilient organization: How to bring business continuity, information security, reputation management, and other risk disciplines together
- An uncertain world: A look at global risk, emerging threats, and the current state of resilience

## **Our most requested professional development topics:**

- Leading through a time of global uncertainty
- Leading globally: How to reposition yourself to lead beyond your home country
- 60 Minutes is at the door! A workshop to train your senior leaders to successfully navigate their next media appearance.
- Successfully managing distributed teams





# BUSINESS CONTINUITY / CONTINUITY OF OPERATIONS

## **Manage your risks before they manage you**

Disruptions to your business operations can occur at any time, with or without warning. Risks ranging from natural disasters, industrial accidents, unforeseen extended power outages, and cyber attacks occur every minute of every day in every industry.

While the threat from a disruption cannot be eliminated, Bryghtpath can help you aggressively evaluate and manage your risks.

Our business continuity capabilities and proven methodologies deliver a deep understanding of your organization's strategic priorities, vulnerabilities, and risks while helping to develop strong internal capabilities that strengthen the resilience of your organization.

We have extensive experience in evaluating, developing, and implementing business continuity programs in small, medium, and large enterprises, including both regulated and non-regulated services.

- **Guidance and mentorship** to leadership on business continuity
- **Strategic reviews** of business continuity and corporate risk programs
- **Executive consultancy** on implementing or maturing a business continuity program
- **Compliance navigation** for requirements subject to regulatory factors
- **Public-private partnership support** for information sharing and best practices with state and federal agencies (DHS, FEMA, FBI, and others)
- **Coaching** for new leaders in the field of enterprise risk and business continuity
- **Support** to corporate risk management and board oversight committees
- **Standards:** ISO 22301, ISO 22317, NFPA 1600, ASIS, & others

**LEARN MORE:** at [bryghtpath.com/businesscontinuity](https://bryghtpath.com/businesscontinuity)



# CRISIS / EMERGENCY MANAGEMENT

## Building your capacity to respond and recover

In a time of crisis, whether from a natural disaster, a reputational challenge, or a disruption to your business operations, the ability for an organization to rapidly assess a situation, escalate information, make decisions collaboratively, and communicate clearly the actions being undertaken are critical to its survival.

Bryghtpath has designed and implemented the crisis management processes used today by organizations ranging from small businesses, to global Fortune 30 corporations, and major law enforcement agencies.

We have extensive experience in evaluating, developing, and implementing crisis or emergency management programs in enterprises of all sizes, including public sector agencies, including both regulated and non-regulated services.

- **Crisis advisors** during an immediate crisis situation, as a member or leader of your crisis management team
- **Strategic reviews** of crisis management programs
- **On-call support and leadership**, as needed, in an immediate crisis
- **Executive consultancy** on implementing or maturing a crisis management program
- **Support** to crisis management leaders, senior executives, special committees, and Boards of Directors
- **Exercises** for crisis leaders at all levels, including C-Suite and Boards of Directors
- **Public-private partnership support** for information sharing and best practices with state and federal agencies (DHS, FEMA, FBI, and others)
- **Crisis Communications** support and advice (see our pg 7 for additional details)
- **Partnerships** with service providers, such as medical/security evacuation firms and global security specialists
- **Standards:** NFPA 1600, ISO 22301, ASIS SPC.1, NIMS/ICS, and the DHS/FEMA national frameworks





# CRISIS COMMUNICATIONS

## Managing your reputation in a crisis

A reputational crisis can often come seemingly from nowhere. Suddenly, your corporation or agency is faced with the challenge of the 24x7 news cycle, an onslaught from social media, and the potential of lasting harm to your reputation.

Bryghtpath has designed and implemented rapid response processes used by firms in the Global Fortune 100 while bringing expert advisors and spokespersons to the aid of companies facing an immediate crisis.

When your organization is facing a crisis situation, or working to improve your crisis communications processes, our capabilities help deliver rapid response crisis communication services while working to build long-term strategies that improve your organization's resilience to an externally facing crisis situation.

Training and workshops are also available to help better prepare your internal communications teams, investor relations department, and senior management to face the press and a questioning public.

- **Communications advisors** during an immediate crisis situation, as a member or leader of your crisis management or communications teams
- **On-call support and leadership** as needed in a reputational crisis situation
- **Strategic reviews** of crisis communications programs
- **Executive consultancy** on implementing or maturing a crisis communications program
- **Support** to communications leaders, senior executives, special committees, and Boards of Directors
- **Exercises** for crisis leaders at all levels, including C-Suite and Boards of Directors
- **Partnerships** with communications service providers
- **Training** on topics including crisis communications, interview preparation, and media interactions



# TRAINING

## Preparing leaders for the critical moment

A well trained leadership team, board of directors, and subject matter experts within your organization are critical to success in today's highly competitive and challenging environment.

We offer training aligned with any of our areas of expertise. Our training solutions can be tailored to deliver results that fit your organization's specific needs and can be offered in-person or via webinar as needed.

We have also partnered with the Professional Education and Certification Board (PECB) to offer professional development and certification courses that, upon passage of the certification exam, confer professional certification in the ISO standards as an Implementer, Leader Implementer, Auditor, or Lead Auditor.

- **Executive coaching** for leaders in business continuity, crisis management, communication, information security, and global/enterprise risk
- **ISO certification training** for Project Management (ISO 21500), Business Continuity (ISO 22301), Information Security (ISO 27001), and others
- **Exercises** for leaders at all levels, including C-Suite and Boards of Directors
- **Professional development workshops** for teams of all sizes
- **Communications training** designed to prepare your corporate spokespersons, senior executives, and others to face an often hostile media
- **Custom training programs** designed to meet your specific training needs





# INTELLIGENCE & GLOBAL SECURITY STRATEGIES

## Developing global situational awareness through intelligence

Organizations today often operate globally – ranging from low-risk environments like North America – to moderate and high risk environments such as portions of Africa and Asia. In today's hyper-connected global economy, it's critical to quickly become aware as new threats emerge and security situations evolve around the world.

While the risks of unforeseen events can never fully be eliminated, Bryghtpath can help ensure the safety and security of your employees, travelers, and assets globally.

Bryghtpath has designed and implemented travel risk and security programs, intelligence strategies and global security operations centers for the world's most admired brand, and directly led security evacuations and recovery efforts in Haiti, East Asia, Africa, and India.

- **Executive Consultancy** on implementing or maturing an intelligence, global security, or travel risk program
- **Facility & process design** for global security operations centers, intelligence centers, and emergency operations centers
- **Strategic reviews** of intelligence, global security, and travel risk programs
- **Security advisors** during an immediate security situation, as a member or leader of your security or intelligence team
- **Public-private partnership support** for information sharing and best practices with international, federal, and state agencies (INTERPOL, US State Department OSAC, DHS, FBI, and others)
- **Partnerships** with service providers, such as intelligence providers, security evacuation firms and global security specialists



Bryghtpath is a constituent member of OSAC

# EMERGENCY PLANNING & EXERCISES

## Preparing for the worst

Events such as a workplace violence incident, a fire, or a disruptive protest in your headquarters lobby can lead to serious consequences for your team and damage to your reputation if not properly handled.

While incidents such as these can never be eliminated, Bryghtpath can help you to develop plans, training, and exercises to ensure that your team is well-prepared.

Bryghtpath has developed active shooter plans and training for the Fortune 100, detailed life safety processes for major manufacturers, and numerous protocols for international incidents for companies globally. We've designed and facilitated exercises for a wide-variety of scenarios with detailed after-action reviews to help our clients improve.



Our management team has been trained by the US Department of Homeland Security (DHS) and the Federal Emergency Management Agency's Emergency Management Institute (FEMA EMI) in the Homeland Security Exercise & Evaluation Program (HSEEP-1) requirements for exercise programs.

- **Strategic reviews** of current emergency plans and procedures
- **Emergency planning** for active shooter incidents, life safety situations, and other situations
- **Assistance** evaluating threats of workplace violence, violent protests, or other disruptions
- **Exercise development and facilitation** to practice emergency plans and procedures
- **After-action** reporting following an incident or exercise to capture lessons learned and develop recommendations for improvement
- **Support** to leaders, senior executives, and Boards of Directors following an incident
- **Partnerships** with service providers, such as employee assistance programs, workplace violence experts, and security specialists
- **Standards:** NIMS/ICS, HSEEP-1, and the DHS/FEMA national frameworks



# CONTACT US

**W**e're always happy to provide examples of our work, free proposals, or to talk through any services you may need.

All of our services are customized for your specific needs.

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## CASE STUDIES & EXAMPLES OF OUR WORK

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