



**Preparing for the Unexpected**  
Thursday at 10 AM Pacific  
**April 26th 2018: Adaptive Business Continuity: A New Approach - Part 1**

Business Continuity Management (BCM) is always trying to progress itself - sometimes successfully and sometime with not so much. For BCM and Disaster Recovery (DR) to stay relevant with other industries such as Privacy, Security, Information Security et al, it needs to think differently. We'll be joined by BCM thought leaders and authors David Lindstedt Ph.D. and Mark Armour who together, wrote the book 'Adaptive Business Continuity; A New Approach'. David and Mark will offer some new ways of thinking about BCM and provide some insight in to what works in today's industry and what isn't w

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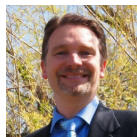
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**Featured Guests**



**David Lindstedt**

David Lindstedt is an author, speaker, and unconventional thought-leader in business continuity. He is the founder of Readiness Analytics, an organization focused on metrics, measures, and KPIs for recovery capabilities.

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**David Armour**

Mark Armour is a self-professed business continuity nerd. With over fifteen years of experience, Mark has helped build and mature preparedness and resilience-related programs at numerous organizations.

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