EMERGENT PARTNERS

CREATING CONTINUITY IN BUSINESS: AN OVERVIEW

Part of the Emergent Partners Business Roundtable Series

INTRODUCTION

Maintaining continuity in how you conduct business is essential to the overall success of the organization. So what does continuity in business mean and what can business leaders do to create it? Here are some insights from our roundtable discussions.

What is "Continuity in Business?"

Continuity in business is keeping certain things in the business that are critical to its success constant. This includes things such as company culture, core values, critical operational processes, and how the market perceives you. This continuity is created by standardization of messaging, logic in handling business situations, repeatable processes, core components of branding, methodologies towards product or service delivery, and communication that reaches all levels of the business.

Examples of Continuity in Business

Operations

Creating and maintaining repeatable processes for how a product or service is physically delivered to customers. Controls to measure effectiveness and training for employees who are a part of the process is important, but it goes beyond the technical aspects. Company culture and the values that the company wants to portray to its customers has to be taken into account.

Culture

Firmly establishing company core values and being diligent in making sure those core values are exhibited in how the business operates. Formal education and training of employees is important, but more important is how employees personally exhibit organizational core values in what they do and how they conduct themselves.

Market

Maintaining standard core themes in how the organization portrays itself to the market through marketing and delivery. These themes should align with certain core values such as innovation, leadership, or quality, for example. Also included is taking steps to ensure the market correctly perceives the delivery of products and services, which includes continuity of operations and culture.

Turning "Gray Area" into "Black and White"

When leadership looks at the different aspects of their business, they need to look for "gray area." This is any area of the business where there is ambiguity around how a process should be performed, how a decision should be made, or why something should be done a certain way. The more ambiguity or "gray area," the more opportunity for deviation. Leadership must focus on turning this "gray area" into more "black and white." This is done through structure, training, and dissemination and exhibition of core values.

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