

The Resiliency Model: Resilience of Golf Balls and People

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What is “all this” buzz about resilient, resilience, and resiliency? These words appear almost daily in various articles, news stories, and reports. In less than six months, Google search results for “resiliency” had grown from 2,170,000 to nearly 10,000,000. Is this just hype or a revolution? What are business resilience and the Resiliency Model that are superseding the business continuity model? Are these empty slogans or do they represent a substantive change? As a busy executive, what should you know about resiliency?

Let’s turn to golf for some understanding. Whether you are driving a golf ball or leading people, resiliency is basic. You want to get the maximum distance on your drives. The resilience of a golf ball – its elasticity and ability to bounce – is one of the factors that affect its speed and distance. Is investing in equipment, infrastructure, and IT the solution to a dangerous world that challenges your company’s survival and success? In other words, do you win the game by purchasing the best golf balls? No, not necessarily. Ultimately, it is the golfer and not the ball who wins the tournament. The wise executive invests first and foremost in people. Business continuity in the face of any adversity – especially natural disasters, terrorism, or pandemic flu – will require getting the most from your workforce and your leadership. The resiliency of a company’s human assets – their strength and flexibility to adapt in the face of adversity – will determine if the company rapidly adjusts and “goes the distance.” Hence, people should be placed first. Next, your most valuable asset needs to be protected within a resilient work environment. “A Resilient Workforce in a Resilient Workplace” is the winning combination and a motto of the resiliency revolution.

How do you join the resiliency revolution? You can join by doing three simple things – Be Proactive, Invest, and Enhance. Your proactive leadership is crucial for business resilience and the Resiliency Model. Business resilience is an integrated, holistic framework that encompasses six imperatives identified by IBM – integrated risk management; continuity of business operations; regulatory compliance; security, privacy, and data protection; access to knowledge, expertise, and skills (via outsourcing or training), and market readiness. The Resiliency Model is a strategy that places people first to achieve business resilience. This model embraces the view that individuals possess qualities that help them “bounce back” in the face of adversity and that these qualities can be enhanced. Now is the time to invest in your workforce; not after a disaster strikes. Preparedness is vital for crisis management. Planning and people are basic ingredients for maintaining business resilience and managing an emergency. The Resiliency Model prepares your company to mitigate, respond to, and recover from crises and disasters by enhancing the resilience of your workforce. Enhance your workforce’s resiliency. Education is the means. Your resilient leadership serves as a role model and is one element of this education. It is also essential to provide workshops that use an interactive training model that embraces the maxim “Tell me and I forget. Show me and I remember. Involve me and I understand.”

Should your company join the resiliency revolution? The choice is yours. You can ignore the risks that could threaten the survival and success of your company, let fear take over your workforce, or prepare to meet the challenges of a dangerous world by being proactive, investing in your people, and enhancing their resilience.

What if your company is already a part of the resiliency revolution? These three simple things still apply along with vigilance, perseverance, and constantly improving the quality of your mitigation initiatives and preparedness. Continue to be proactive and invest in your people in order to “Enhance your resilience in a dangerous world.”