

Meta-Leadership Summit for Preparedness

SUCCESS STORY

NORTH CAROLINA

Meta-Leadership Drives Effort to Better Coordinate Resources

Contributor: David Shimberg

“The key benefit of the Meta-Leadership Summit was that it pulled disparate groups together.”

In November 2009, David Shimberg attended the North Carolina Summit, which led to his involvement in the planning of the follow up post-Summit meeting in April 2010. As Chairman of the Board of the Contingency Planners Association of the Carolinas (CPAC)*, which is an all-volunteer, nonprofit group that promotes organizational preparedness by providing education and expertise to businesses as they address business continuity and prepare for unplanned business interruptions, Shimberg recognized the benefits of the lessons of Meta-Leadership and worked to further develop his relationships with the other professionals working on the follow up planning team.

Alignment of Meta-Leadership and the Private Sector

Shimberg believes that conceptually, meta-leadership concepts are well-aligned with businesses' need to break down silos. Eighty-five percent (85%) of national infrastructure needed in a disaster is owned by businesses in the private sector. Shimberg stresses that business leaders need to recognize the importance of working together and preparing for emergencies, rather than competing. Shimberg notes that this is especially important within the health care sector, where competition can hinder medical surge capacity and/or interfere with the dissemination of medical countermeasures.

The value of the resource connections made with Meta-Leadership

“The key benefit of the Meta-Leadership Summit was that it pulled disparate groups together and helped them not only to say what they can give, but also to realize what they can get from others. This is not only important and beneficial to the individual business, but it expands the overall resilience of the community,” Shimberg explains.

Because there are many different groups maintaining resource lists (e.g., VOAD, American Red Cross, Salvation Army), often isolated from each other, Shimberg believes that developing a “master resource list” could be beneficial if all parties participate in maintaining it. “The big thing is the contacts,” he says, and recommends that communities engage their Chambers of Commerce, professional groups, or equivalents when inviting businesses to forums or distributing materials about preparedness planning opportunities.

*CPAC plays a key role in bringing together and facilitating communication between public, private, and non-profit sectors. CPAC's annual symposium provides education and training on best practices, lessons learned, and common issues to business leaders interested in the impact of emergencies and other unique lessons on their operations. For example, in preparation for the Democratic National Convention (DNC) which will be held in Charlotte in 2012, CPAC is helping area organizations prepare by learning from businesses and organizations in cities that have hosted previous conventions.

The Meta-Leadership Summit for Preparedness empowered business, government and nonprofit leaders to act together in times of crisis. The five-year initiative connected 5,000 business, government and nonprofit leaders in 36 communities. For resources and more information about Meta-Leadership visit the [CDC Foundation Meta-Leadership Website](#).



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention