Business Continuity And Preparedness
Developing a Plan to Safeguard Your Enterprise
Why Plan?

Left: Damaged business, Rockport, Texas

Bottom: Flooded businesses, Port Lavaca, Texas
Why Plan?

What would be an emergency or disaster for your business?

- Up to 40% of businesses never reopen after a disaster
- Small businesses are a vital part of the U.S. economy
  - 99.7% of all employers
  - 65% of net new jobs
  - 97.5% of all U.S. exporters
Why Plan?

- Protect the safety of employees, visitors, contractors and others at risk from hazards at the facility
- Plan for persons with disabilities and functional needs
- Maintain customer service by minimizing interruptions or disruptions of business operations
Why Plan?

- Protect facilities, physical assets and electronic information
- Prevent environmental contamination
- Protect the organization’s brand, image and reputation
How to Plan

- Take an ‘all hazards’ approach
  - Identify potential hazards
  - Assess vulnerabilities and potential impacts
How to Plan

- Organize a business continuity team and compile a business continuity plan
- Conduct a risk assessment to identify potential emergency scenarios
- Implement a prompt warning for employees to signal the need to evacuate, take shelter or lockdown
- Train employees to administer first aid or perform CPR
Questions to Consider

- Is there a plan to account for employee safety?
- Are electronic and/or paper records backed up offsite?
- Is electrical equipment elevated to protect it from flood water?
- How will employees assist in your recovery?
Implementation

Implementation of the preparedness program includes identifying and assessing resources, writing plans, developing a system to manage incidents and training employees so they can execute plans.
Implementation Includes:

- Resource Management
- Emergency Response Plan
- Crisis Communication Plan
- Business Continuity Plan
- Information Technology Plan
- Employee Assistance & Support
- Incident Management
- Training
Legal Services

Assistance might be needed for:

- Replacing legal documents lost due to flooding
- Help with life, medical and property insurance-related claims
- Building repair contracts and contractors
- Counseling on landlord/tenant issues
- Creditor/debtor matters
- FEMA appeals
Review With Your Insurance Carrier

- Flood insurance
- Business interruption insurance
- Deductibles
No Cost Solutions

- Know what kinds of emergencies might affect your company internally and externally
- Create procedures to quickly evacuate and shelter-in-place. Practice the plans
- Organize a team effort with your business neighbors to create a joint plan with each managing one part of the plan
- Download free mobile apps for easy preparedness planning

Mobile app provided is for reference only. FEMA does not endorse any non-government websites, companies or applications.
No Cost Solutions

- Talk to your people about the company’s disaster plans. Two-way communication is central before, during and after a disaster.
- Create employee emergency contact information list
- Create a list of critical business contractors and others whom you will use in an emergency
- Stay profitable post disaster by being ready to supply “business leakage” gaps in your community
Under $500 Solutions

- Use and keep up-to-date computer antivirus software and firewalls
- Attach equipment and cabinets to walls or other stable equipment. Place heavy or breakable objects on low shelves
- Elevate valuable inventory and electric machinery off the floor in case of flooding
- Make sure your building’s HVAC system is working properly and well-maintained
- Back up your records and critical data – keep a copy offsite
Testing and Exercises

Benefits:

- Train personnel; clarify roles and responsibilities
- Reinforce knowledge of procedures, facilities, systems and equipment
- Improve individual performance as well as organizational coordination and communications
- Evaluate policies, plans, procedures and the knowledge and skills of team members
Testing and Exercises

- Incorporate key messages in new employee orientation.
- Encourage employees to prepare themselves and their families by getting a home emergency supply kit, creating a family emergency plan, and staying informed.
Community Resilience

- Links public & private infrastructure performance & interests (including job creation/retention) to resilience goals
- Improves and strengthens public and private infrastructure and essential services for both businesses and residents
Stay Connected

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