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

Left: Jess Von Dee Studioz, (top) and Bistro 31 (bottom) on Big Pine Key were damaged by Irma.

Below: Johnny D's Beach Bar and Grill in Flagler Beach suffered roof loss but is back open for business.
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 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
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 staff 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.
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
Local Resources

- The **Florida Virtual Business Emergency Operations Center (VBEOC)** is an online clearinghouse for information that the private and public sectors can use before, during, and after disasters. Once registered, businesses may use the site to report their status, complete a business damage assessment, or even offer or request resources. To register with the Florida Virtual Business Emergency Operations Center, visit www.FLVBELOC.org.

- **Alert Florida** is Florida’s Statewide Alert Notification Initiative. Through the links at www.FloridaDisaster.org/AlertFlorida, individuals and businesses can learn how to receive emergency alerts and other public safety notifications directly from their local jurisdiction.
Stay Connected

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Region 4

www.Ready.gov/Business
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www.Communities.FirstResponder.gov
www.disastersafety.org/ibhs-business-protection/

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FEMA’s mission is to support our citizens and first responders to ensure that as a nation we work together to build, sustain and improve our capability to prepare for, protect against, respond to, recover from and mitigate all hazards.