IBHS Mission:

“To conduct objective, scientific research to identify and promote effective actions that strengthen homes, businesses, and communities against natural disasters and other causes of loss.”
To view “What is IBHS” video, go to:

https://www.disastersafety.org/video/ibhs/
IBHS Research Center
Result: $44,769 vs. $4,660

10 times more damage to “Common” than “Stronger” building
Business Resiliency

One important piece of the IBHS plan for creating safer, stronger communities
1 in 4 Businesses Forced to Close After a Disaster, Never Reopens
If today were ...

• Sunday, October 28, 2012
• Sunday, August 23, 1992
• Saturday, May 21, 2011
• Wednesday, January 8, 2014
• Monday, January 27, 2014
If today were ...

• Sunday, October 28, 2012 ➢ Hurricane Sandy
• Sunday, August 23, 1992 ➢ Hurricane Andrew
• Saturday, May 21, 2011 ➢ EF5 Tornado in Joplin, MO
• Wednesday, January 8, 2014 ➢ WV Chemical Spill
• Monday, January 27, 2014 ➢ Atlanta Snowpocalypse
Majority of small businesses operate from a single location, making them more vulnerable compared to larger companies.

Between 60,000 – 100,000 small businesses were negatively impacted as a result of Sandy.
Natural Disasters Wreak Havoc on Small Businesses

- Median cost of downtime for a small business due to extreme weather is $3,000 per day
- 1/3 of small business owners have been personally affected by extreme weather

Per report by the Small Business Majority and American Sustainable Business Council
Natural Disasters Wreak Havoc on Small Businesses

• 57% of small businesses have no disaster recovery plan, and of those that do have a plans, 90% spend less than 1 day per month maintaining them.

• Sandy cost 86,000 jobs in November 2012 – manufacturing, retailing, leisure & hospitality industries particularly hit.

• Sandy cost the economy more than $50 billion – the most expensive disaster globally in 2012.

Per report by the Small Business Majority and American Sustainable Business Council.
What is Business Continuity?
Benefits & Value of Business Continuity Planning

• Safeguard human life
• Save property & resources
• Reduce time making critical decisions
• Recover business functions quicker
• Shorten the recovery window
• Ensure customer services & confidence
• Ensure job security
• Increase employee confidence & morale
• Retain share of market
Know Your Risks – Hazard & Vulnerability Assessment

Frequency – The likelihood that the event will occur.

Severity – The amount of damage the event is capable of causing your business.

**NATURAL**
- Earthquake
- Tornado/Wind
- Hurricanes
- Floods
- Volcanic Eruptions
- Severe Winter Weather
- Wildfire
- Drought
- Sinkholes

**POLITICAL**
- Strikes
- Riots
- Civil Disturbances
- Bomb Threat
- Biological Threats
- Nuclear Threat
- Acts of War

**MAN-MADE**
- Sabotage
- Product Tampering
- Scandal
- Workplace Violence
- Sexual Harassment
- Fraud / Theft
- Arson
- Terrorist Attack

**SECURITY**
- Privacy
- Viruses
- Hackers
- Data Theft
- Counterfeiters
- Cybercrime

**ACCIDENTS**
- Human Error
- Fires/Explosions
- Water Damage
- Building Collapse
- Environmental
- Contamination

**LOSS OF:**
- Key Employee
- Senior Leader
- Subject Matter Expert
- Key Supplier/Vendor
- Premises
- Key Equipment

**TECHNOLOGICAL**
- Software Failure
- Hardware Failure
- Power Outage
- Data Corruption
- Cooling System Failure
- Wiring and Cables
- Mechanical Systems
- Communications

**OTHER THREATS**
- Pandemics
- Gas/Water Shortage
- Media Crisis
- Special Events
- Mismanagement
- Product Liability
Know Your Risks – Hazard & Vulnerability Assessment

**Frequency** – The likelihood that the event will occur.

**Severity** – The amount of damage the event is capable of causing your business.

---

**Know Your Risks**

Use this form to review potential threats. Fill in one field for probability and one field for severity. Finally, multiply the probability and severity levels and enter the result in the risk value column.

<table>
<thead>
<tr>
<th>THREATS</th>
<th>Probability (1-5)</th>
<th>Severity (1-5)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earthquake</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tornado/Wind/Hurricane</td>
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<td></td>
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<tr>
<td>Flood</td>
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<td></td>
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<tr>
<td>Severe Winter/Weather</td>
<td></td>
<td></td>
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<tr>
<td>Tornado</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Wildfire</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Loss of key staff</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Workforce Intervene</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Software/Hardware Failure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power Outage</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Loss of utilities (water, gas, electricity, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pandemic/Epidemic Ills</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Loss of Premises</td>
<td></td>
<td></td>
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<tr>
<td>Other</td>
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<td></td>
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<tr>
<td>Other</td>
<td></td>
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</tr>
</tbody>
</table>

**OFBEZ** is a program of the Insurance Institute for Business & Home Safety and is a service of the National Fire Protection Association (NFPA).
Gathering Information

ADMINISTRATION
PAYROLL
BENEFITS
Purchasing
PAYROLL
SALES & MARKETING
MAILROOM
IT
HR
ACCOUNTS PAYABLE
ACCOUNTS RECEIVABLE
SHIPPING
CUSTOMER SERVICE
RECEIVING
Know Your Operations

- Who performs & who helps?
- What technology used?
- Other dependencies?
- Work-around strategies?
- Key Product or Service
- Who receives output?
Know Your Operations

Payroll
Accounts Payable
Customer Orders
Sales
Deliveries
Benefits
## Know Your Employees

<table>
<thead>
<tr>
<th>Employee Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position:</td>
</tr>
<tr>
<td>Home address:</td>
</tr>
<tr>
<td>City, State, ZIP:</td>
</tr>
<tr>
<td>Office phone:</td>
</tr>
<tr>
<td>Home phone:</td>
</tr>
<tr>
<td>Office e-mail:</td>
</tr>
<tr>
<td>Home e-mail:</td>
</tr>
<tr>
<td>Special needs:</td>
</tr>
</tbody>
</table>

**Certifications:**
- First Aid
- Emergency Medical Technician (EMT)
- CPR
- Other
- Special Needs

**Local Emergency Contact**
- Full name:
- Relationship:
- Home phone: Mobile Phone:
- E-mail:

**Out of State Emergency Contact**
- Full name:
- Relationship:
- Home phone: Mobile Phone:
- E-mail:
- Notes:

OFF-EZ is a program of the Insurance Institute for Business & Home Safety. Visit them at www.iihs.org for more information.
Know Your Key Customers, Contacts, Suppliers & Vendors
Have a Communication Plan for Your Employees

- Call Tree
  - Landline
  - Mobile
  - Text
  - Email

- Call-in Number

- Employee Emergency Wallet Card
# Call Tree Template

## Phone Tree - Acme Corp Staff

<table>
<thead>
<tr>
<th>Caller</th>
<th>Name</th>
<th>Mobile</th>
<th>Home</th>
<th>Alternate</th>
<th>Office</th>
<th>Home Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee A*</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Employee B</td>
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<tr>
<td>Employee C</td>
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<td></td>
</tr>
<tr>
<td>Employee D*</td>
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<td></td>
</tr>
<tr>
<td>Employee E*</td>
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<tr>
<td>Employee F</td>
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<tr>
<td>Employee G*</td>
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<tr>
<td>Employee H</td>
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<tr>
<td>Employee I</td>
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<tr>
<td>Employee J</td>
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<tr>
<td>Employee K*</td>
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<tr>
<td>Employee L</td>
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<td></td>
</tr>
<tr>
<td>Employee M</td>
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<td></td>
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<tr>
<td>Employee N</td>
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</tr>
</tbody>
</table>

**1. Phase Tree Activation**
- Issue: 
- Office: 
- Final: 

**Employee A**
- Employer A* 
- Employer B
- Employer C
- Employer D* 
- Employer E* 
- Employer F
- Employer G* 
- Employer H
- Employer I
- Employer J* 
- Employer K*
- Employer L
- Employer M
- Employer N

**Employee B**
- Employer A* 
- Employer B
- Employer C
- Employer D* 
- Employer E* 
- Employer F
- Employer G* 
- Employer H
- Employer I
- Employer J* 
- Employer K*
- Employer L
- Employer M
- Employer N

**Employee C**
- Employer A* 
- Employer B
- Employer C
- Employer D* 
- Employer E* 
- Employer F
- Employer G* 
- Employer H
- Employer I
- Employer J* 
- Employer K*
- Employer L
- Employer M
- Employer N

**Employee D**
- Employer A* 
- Employer B
- Employer C
- Employer D* 
- Employer E* 
- Employer F
- Employer G* 
- Employer H
- Employer I
- Employer J* 
- Employer K*
- Employer L
- Employer M
- Employer N

**Employee E**
- Employer A* 
- Employer B
- Employer C
- Employer D* 
- Employer E* 
- Employer F
- Employer G* 
- Employer H
- Employer I
- Employer J* 
- Employer K*
- Employer L
- Employer M
- Employer N

## Contact Tree Call Log

<table>
<thead>
<tr>
<th>Caller</th>
<th>Date</th>
<th>Time</th>
<th>Open</th>
<th>Contacted</th>
<th>By Phone</th>
<th>Left Voice</th>
<th>Left Message</th>
<th>Sent Message</th>
<th>Unable to Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Employee A*</td>
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<td>Employee B</td>
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<td>Employee C</td>
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<td></td>
<td></td>
<td>Employee D*</td>
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<td>Employee E*</td>
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<td>Employee F</td>
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<td>Employee G*</td>
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<td>Employee H</td>
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<td>Employee I</td>
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<td></td>
<td>Employee J*</td>
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<td></td>
<td>Employee K*</td>
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<td>Employee L</td>
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<td></td>
<td>Employee M</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Employee N</td>
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<td></td>
</tr>
</tbody>
</table>

---

*Responsible for making contact w/ employees*

- When contacting employees:
  - The person in the #1 position of the Caller column will begin contacting employees.
  - If contacting by phone, ask the recipient to write down specifics.
  - The caller should progress down the tree and continue attempting to reach each person.
  - If all employees may not be contacted in every scenario, it will depend upon the disruption/event and/or affected facility.
  - If you must leave a message and they do not respond within a reasonable time (usually between 50-60 minutes), you should follow up with a phone call until the employee is reached.

**Specifics:** ACME staff members may be asked to participate in periodic conference calls to discuss the disruption or event.

Conference Number: 377-505-1212
Conference ID: 12439
Host Password: 3421

- Meeting protocols (introduce name and role before speaking, mute phone when not talking, don't place call on hold to avoid hold music, state facts - keep it simple)
- Roll Call for key personnel
- Situation Overview:
  - Date & Time of Incident
  - Type of Incident (Fire, Power, Outage, etc.)
  - Location of Incident
  - Building Damage Status
  - Employee Status
  - All employees accounted for?
  - Any injuries?
  - Any personnel needs preventing them from working?
  - OSHA notification protocol for media access to damaged site.
  - Identify all available resources (A/C, phones, power)? Is it accessible?
  - Does damage appear to be of a level we will need to make insurance claims?
  - Departmental and Service Products impacted (key services not available and their status)
  - Communications: Message to post to Employee Emergency Notice & Internet
  - Summarize the current issues, decisions made and key to do's
  - Time and Location of Next Meeting
Employee Emergency Wallet Card Template

ACME Facility Mgr: 813-555-1234
ACME Security: 813-555-1234

When calling any of the above mentioned parties, be prepared with the following information:
- Your name and call back number
- The type of event you are experiencing and location
- If any employees are in danger

ACME Employee Emergency Hotline
(877) 655-1234

For ACME Online Facility Status & Updates:
https://sites.google.com/site/acmeinternal/
See reverse side for additional options

During an event that threatens safety, employees should take care to protect themselves first. Stay calm, and use common sense.

Employee Assistance Program:
Name of EPA
888-555-1212 https://www.nameofepa.com
User Name: EPA.Support / Password: password123

If you need to report an employee health/safety emergency: Contact 911, then your immediate supervisor and Human Resources.

If you need to report a facility emergency:
Contact the Sr Facility Mgr, security, or immediate supervisor.

Sptr.Mgr: ___________________
Other: ___________________
Other: ___________________
If you are contacted by the media, do not release any information regarding ACME.
Refer them to:
First & Last Name
Public Affairs Director
888-555-1212

Below is a list of all available options to obtain ACME notifications, messages, updates and/or facility status information when away from the office.
- Intranet https://sites.google.com/site/acmeinternal/
- Employee Emergency Hotline 888-555-1212
- Paycom http://www.paycomonline.com/
- Office 365 https://login.microsoftonline.com/
Have a Communication Plan for Your Employees

- Social Media (Facebook, Twitter, LinkedIn, etc.)
- Company Intranet
- 3rd Party Emergency or Mass Notification Systems
Have a Communication Plan for Customers, Suppliers & Key Contacts

Customers

• Sign on business door
• Updates on Company website
• Provide status of pending orders, delivery schedules, alternate arrangements
Have a Communication Plan for Customers, Suppliers & Key Contacts

Suppliers & Vendors
- Arrange alternate delivery methods

Creditors
- Payment arrangements
Know Your Information Technology & Vital Records
Know Your Finances

Overall Business Needs

Have you worked with your bank to set up a line of credit for your company? Yes/No
Who is responsible to activate it and who has access to it? [Details]
How much cash would be needed to survive a 3-day, 5-day, 10-day, or longer shutdown? [Amount]
For what purpose is the cash needed? [Purpose]
Will you have that cash on-hand? [Yes/No]
Who would make the decision to utilize the cash? [Person/Department]
Who would have access to the cash? [Person/Department]

Do you have sufficient cash to pay for various additional services that might be needed, such as payroll or security services? [Yes/No]
Do you have a company credit card that could be used for emergency purchases? [Yes/No]
Who is authorized to use the credit card? [Person/Department]
Will you be able to pay your bills/accounts payable? [Yes/No]
Do you have procedures in place to accommodate a business disruption? [Yes/No]
Will you be able to continue to accept payments from customers/accounts receivable? [Yes/No]
Do you have procedures in place to accommodate a business disruption? [Yes/No]
Have you identified an alternate location where you can work? [Yes/No]

Human Resources

In the event of a widespread disaster, how will payroll be handled? [Procedure]
If your business is forced to shut down temporarily, will some or all employees continue to be paid? [Yes/No]
for how long? [Duration]
Will they be able to use their sick and/or vacation time without restriction? [Yes/No]
Are there union considerations? [Yes/No]
Have your employees been made aware of your policies that will be in place during a disruption? [Yes/No]

If banks are closed, will your business provide payroll-cashing services? [Yes/No]
What is your business policy on cash advances, check cashing, and employee loans? [Policy]
Will your employees be expected to work overtime? [Yes/No]
Project:

An assignment w/ a start and end

Ongoing Process
Know When to Update Your Plan

• Your business’ risks or hazards have changed.
• Your business added a new department, product, or service.
• The priority levels of your business functions have changed.
• Your business added or changed suppliers/vendors, key contacts or key customers.
• There have been staffing changes.
• Responsibilities assigned to staff have changed.
Know When To Test Your Plan

Know When to Test Your Plan
Table Top Exercise: Power Outage Scenario

It is now 1:00 PM and the lights still are not on. The building HVAC has been off now for 1 ½ hours and the temperature inside the building is gradually lowering noticeably. Your entire power grid is without power. There is no word from the utility company about restoration of power.

1. What are you doing to deal with the problem?
2. How will you communicate this message?
3. How will you contact employees?
4. How will you keep your employees informed?
5. How will you communicate with customers?
6. How will you keep your customers informed?
7. How will you communicate with other stakeholders?
8. How will you communicate with suppliers?
9. How will you keep your suppliers informed?
10. How will you communicate with government officials?

Exercise Debrief:
1. What is missing from your plan?
2. What worked well in this scenario?
3. What can you do differently next time that would improve your response?
4. List the actions you will take to improve your plan.

Exercise Wrap Up:
- Notes:
- Exercise Date:
- Next Exercise Date:
Test your Plan with Various Types of Exercises

• Scenario-Based Tabletop Exercise
• Building Evacuation Exercise
• Notification Exercise
• Alternate Site Exercise
Test your Plan with Various Types of Exercises

- Full Activation Exercise
- Pandemic Tabletop Exercise
- Work-from-Home Plan Exercise
Know Where To Go For Help

In addition to providing the free business continuity tool kit, IBFS provides free disaster preparation and property protection guidelines, recommendations and projects for small businesses. The Institute also offers post-disaster recommendations on repairing and rebuilding to make your business stronger and safer the next time a disaster strikes.

American Red Cross
Among other disaster preparedness and response services, the Red Cross offers a number of pre-disaster training programs and resources for employees, families, and individuals.

Business Civic Leadership Center – Disaster Help Desk
The BCLC Help Desk is designed to enhance community economic recovery after a disaster. The Help Desk provides on-the-ground coordination of information among businesses, local chambers of commerce, NGOs, government responders, and disaster recovery specialists.

DisasterAssistance.gov
Provides information on how you might be eligible to get help from the Federal government before, during and after a disaster. If the President of the United States makes help available to individuals in your community after a disaster, you can also seek help to apply online.

Federal and Local Emergency Management Agencies
Even the largest, most widespread disasters require a local response. Local emergency management programs are the core of the nation's emergency management system.

Internal Revenue Service - Disaster Assistance and Emergency Relief for Businesses
The IRS offers a variety of resources and fraud prevention information for those affected by a disaster.

Small Business Administration
The SBA reports on small business financial assistance programs, loan guarantees, contracts, counseling services and other forms of assistance to small businesses in states where a disaster has been declared.

Small Business Development Centers
The SBDCs assist small business owners with financial, marketing, production, technology, and other aspects of their business.
Additional FREE Resources

**http://www.ready.gov/business-continuity-planning-suite**
Developed by DHS' National Protection and Programs Directorate and FEMA. This software was created for any business with the need to create, improve, or update its business continuity plan.

**http://www.ready.gov**
Ready is a national public service advertising campaign designed to educate and empower Americans to prepare for and respond to emergencies including natural and man-made disasters.

**www.readyrating.org**
The American Red Cross Ready Rating program is a free, self-guided program designed to help businesses, organizations and schools become better prepared for emergencies.
Additional FREE Resources

**www.prepereybusiness.org**
An SBA website that provides small business resources for disaster and business continuity planning and testing, as well as to provide free educational resources on key topics to reduce your business’s risk and quickly recover following a disaster situation.

**http://www.disasterb2bmentor.org/BBSB/**
Is designed to motivate and encourage large businesses to provide mutually beneficial emergency preparedness, response, and recovery expertise to small businesses. The program was created to improve the resiliency of small businesses, and reduce recovery time after a disaster.

**http://tinyurl.com/RCFinancialPlan**
A comprehensive guide developed to help people and businesses take steps to minimize the potential impact of disasters on their financial well-being. Six sections covering topics such as making a disaster plan and protecting your property, income and records.
Insurance will Help you AFFORD to Recover

- Business Income & Extra Expense
- Contingent Business Interruption
- Supply Chain
- Services Interruption/Off Premises Power
- Interruption by Civil or Military Authority
- Extra Expense
- Equipment Breakdown
- Cyber Risk
- Key Man

http://www.iii.org/insurance-topics/business-insurance
Choosing your Business Continuity Planner

- Knowledgeable
- Courageous
- Adaptable
- Self-awareness
- Hard decisions
- Ability to learn
- Helpfulness
- Diplomacy
- Integrity
- Interaction
- Training expertise
- Adaptable
- Straightforward
- Organizational skills
- Ability to listen
- Resolute
- Strong
- Multitasker
- Vision
- Visionary
- Man
- Business continuity planner
- Innovative
- Analytical
- Positive attitude
- Listening
- Inquisitive
- Respected
- Trust
- Fearless
- Investigation
- Subject matter expert
- Determination
- Skill
- Good salesman
Paper Plans Still Important

55.6% Essential
24.8% Quite Important
19.7% Not Important

- As backup in case electronic copies are unavailable. Conversely, electronic versions should be available as backup to paper copies. Neither is "better" than the other on their own.
- No electricity - no computers - no business. Hence, paper copies of the BC plan as reference documents are very important.
- Have various copies in all media formats. Paper copies at work, home, trunk of car, including copies in the cloud, company server, etc.

How important are paper-based BC plans?

Continuity Central Survey – October 2013
Promote Employee Awareness

- Business Continuity Facebook page or on Company Intranet
- Newsletters featuring BC articles
- Lunch-n-Learn meetings

- Posters & Flyers
- Contests
- Training Videos
- Preparedness Campaigns
- Email Reminders & Alerts
- Business Continuity Day
Promote Personal Preparedness

- Basic necessities - download a copy of the recommended personal emergency preparedness supply list at ready.gov

- Contact information for family members, neighbors, doctors, dentists, utility providers, etc.
Promote Personal Preparedness

- Copies of important documents (birth certificates, marriage license, insurance policies, medical history, etc.)

- Create a plan using a free online tool and/or mobile app
  - Know Your Plan™ Mobile App
  - Know Your Coverage™ Mobile App
  - Know Your Stuff® – Home Inventory Mobile App

http://www.iii.org/apps-and-software
Avoid Business Continuity Pitfalls

- Closely-Guarded Secret
- Outdated
- Lack of Buy-In
- A Book of Lists
- Not Prioritized
- Untested
- Based on a Specific Scenario
Disaster Planning Made Easier Even

Created in partnership with EMC® Insurance Companies
Common Excuses for NOT Planning

- We thought it would never happen to us
- We had more important things to think about
- We thought we were too small to need a plan
- We backed up our computers and thought that was enough
- We didn’t know where to go for help
- We thought we had no risk
- It takes too much time
- It takes too much money
Commercial Maintenance
IBHS ZIP Code Web-based Tool

Zip Code Risk Search Results
SEARCH RESULTS
ZIP CODE = 28451

EARTHQUAKE
FLOOD
HURRICANE
WILDFIRE
Are you ready for tomorrow?

- Monday, October 29, 2012  
  ➢ Hurricane Sandy

- Monday August 24, 1992  
  ➢ Hurricane Andrew

- Sunday, May 22, 2011  
  ➢ EF5 Tornado in Joplin, MO

- Thursday, January 9, 2014  
  ➢ WV Chemical Spill

- Tuesday, January 28, 2014  
  ➢ Atlanta Snowpocalypse
Thank You

Questions?

Contact:
Gail Moraton, CBCP
Business Resiliency Manager
813-675-1054 | gmoraton@ibhs.org
Thank You.

Please visit DisasterSafety.org