

Disaster stats:

- Half of all businesses damaged in a disaster do not re-open
- Of those that do open, half will close in the following 12 months
- Disaster and business continuity/recovery plans improve the chances of businesses successfully recovering from the disaster

In future issues:

- Business continuity and recovery planning
- Fire prevention for a business office
- Computers can make us more efficient—until they don't work
- How does some else's disaster impact you?

Let us know what you think
drop us a message at:

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Or

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Our goal is to prepare you and your business for the unexpected so you can get back to business—for your customers and employees.

The Other Business Plan

Part 2 of a 3 part series

In the last issue, we discussed how to prevent or mitigate disasters and other emergencies. But not all emergencies or disasters can be prevented. How your organization responds to that emergency will dictate when or if the business will survive.

Disaster and Emergency Response

Many emergencies don't give advanced notice. Slowly rising flood waters can be seen coming days ahead of time and protection and recovery measures can be implemented as those waters are rising. But advanced notice of emergencies may not occur. These are the times when effective, well planned and practiced procedures can limit losses. These plans should focus first on protecting the lives and well being of customers and employees of the organization.

Employers and business owners have a certain degree of responsibility for the safety and well being of those who work for them as well as the customers they serve. The initial reactions of workers and management will dictate not only the safety of those people involved, but can dictate how soon the business resumes operation and service delivery.

Planning for an emergency is not a popular endeavor. It is however insurance of sort for the business. Once the plan or simple policy has been developed, employees must be trained on how to react in those incidents. Exercises or drills can be an effective training and evaluation methodology.

Exercising and testing of plans and policies should be conducted in a crawl, walk, run

pattern. In this scenario, training and education are the initial focus with testing and evaluation of the plans becoming the focus later in the process.

There is a saying in emergency management saying, "the first five minutes dictate the next five hours". This is true for business actions in an emergency as well. When staff takes the correct initial action to fires, chemical spills, medical emergencies or a simple water pipe break can be simple inconveniences rather than business interrupting disasters.

In the next issue, what you should do before the disaster to ensure your business will survive after the disaster.



How would you respond?