

# Ready Business

## A Guide to Preparing a Business Disaster Plan

(A three-hour course instructor's guide)

Produced in Cooperation with the  
U.S. Department of Homeland Security's *Ready* Campaign  
and  
The Extension Disaster Education Network



## About This Course

**Summary:** This is an instructor's guide for a 3-hour course in which participants will learn about the importance of a disaster plan, share ideas, and develop the beginning of a business disaster plan.

**Instructors:** Land Grant University specialists, Cooperative Extension Service educators and/or volunteers located in counties around the United States.

**Cooperators:** Anyone interested in helping small- and medium-sized businesses survive potential disasters.

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**Instructor's Notes:**

This course is designed primarily for small businesses but may be useful for first-time or part-time business-continuity planners for medium- or larger business. Group size is variable, but should be large enough to facilitate discussion, which could run from 4 to 25 people.

**Considerations must be given to competing types of businesses and the privacy of each business. This must be based on the judgment of the instructor and local cooperators' knowledge of those who attend the course. After the introductions section of the course, attendees are given a chance to exit the course if they feel privacy will be jeopardized.**

The course is designed for any professional or volunteer who has business experience, business knowledge, or a business mentor in the classroom. At all times the **Ready Business Mentoring Guide** will be a valuable tool for the class. By referring to the guide, you can add examples for the class to read and discuss.

**The course consists of the following documents which can be downloaded at <http://www.EDEN.lsu.edu/LearningOps/ReadyBusiness/>**

- Course PowerPoint
- Instructor's Guide (This document)
- Mentoring Guide User Edition
- Sample Business Continuity and Disaster Preparedness Plan
- Other materials available at: [www.ready.gov/business/](http://www.ready.gov/business/)
- Course Evaluation

This Instructor's Guide is set up in two columns.

**The right** side shows what PowerPoint slides and handouts you should use in sequence.

**The left** side provides your talking points and group discussion points.

# **Section 1: Overview and Introductions**

## Section 1: Course Overview



### Section 1: Course Overview

- Welcome
- Course Goals
- Introductions



#### Ask individuals to give their

- **Name**
- **Business name and purpose**
- **Briefly tell why they are in the course**
- **Or if their business has ever had to overcome a major disaster.**

### Instructor's Notes

The goals of this course are:

- Introduce you to business continuity planning
- Provide reasons for disaster planning
- Discover your disaster risks
- Share expertise
- Begin writing individual disaster plans

Handouts during this course include:

- A blank, sample disaster plan. Ready for your input!
- Business Mentoring Guide
  - Prepare for Utility Disruption
  - Make an Evacuation Plan
  - Make a Shelter in Place Plan
  - Continuity of Operations Plan
  - Write a Crisis Communication Plan
  - Emergency Supplies List



First let's start with introductions around the room.

#### **Important!**

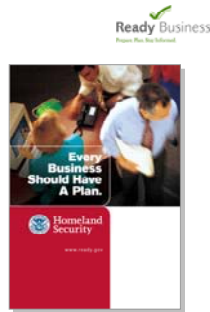
After introductions, announce to the class that special consideration has been given for consideration of types of businesses and the need for privacy of information. If anyone in the class feels their privacy will be jeopardized please see the instructor at the break. This next section before break will be background information on the importance of having a disaster plan and should

# **Section 2: Why Plan for Disaster?**

## Section 2: Why plan for disaster?

### Section 2: Why Plan?

- Declared major disasters more than doubled in recent years
- About 25% of businesses do not reopen following a major emergency. (Source: Institute for Business and Home Safety)



### Section 2: Why Plan?

#### Who is at Risk?

- Small to medium-sized businesses are often most susceptible to the long term affects of an emergency
- Small businesses are a vital part of the U.S. economy
  - 99% of all employers
  - 75% of all net new jobs
  - 97% of all U.S. exporters



### Section 2: Why Plan?

#### Indirect Affect

- A business can be hurt indirectly when an emergency occurs with your customer base, vendor, supply chain or distributor



### Section 2: Why Plan?

#### Constraints of Preparedness

- Often businesses believe they do not have the time, workforce or money to prepare their business
- Too much emphasis is placed on dramatic, worst-case scenarios – as if these were the only possible disasters which may occur



## Instructor's Notes

### Reasons for a plan:

- The number of declared major disasters more than doubled in the 1990s.
- An estimated 25 percent of businesses do not reopen following a major disaster, according to the Institute for Business and Home Safety.
- Small to medium-sized businesses are often most vulnerable to the long term affects of an emergency
  - Small businesses represent 99.7% of all employers in the United States
  - Small businesses provide approximately 75% of the net new jobs added to the U.S. economy
  - Small businesses represent 97% of all U.S. exporters
- A business can be hurt indirectly when disaster strikes customers or another business, such as a supplier or distributor.

- Often businesses believe they do not have the time, workforce or money to prepare their business for an emergency
- Too much emphasis is placed on dramatic, worst-case scenarios – as if these were the only possible disasters which may occur.
- The basic emergency plan doesn't take a lot of time and money. Attendees of this course have said it moved them years ahead in planning for the unexpected.

## Section 2: Why Plan?

### • Preparedness enhances recovery from:

- ✓ Business disruption
- ✓ Financial losses
- ✓ Loss of market share
- ✓ Damages to capital assets equipment or inventory

### • Preparedness bolsters:

- ✓ Business' security
- ✓ Creditability with customers, vendors, supply chain and the community



- Preparedness enhances a company's ability to recover from:
  - Business disruption,
  - Financial losses,
  - Loss of market share, and
  - Damages to capital assets, equipment or inventory.
- Preparedness bolsters a business' security
- Preparedness enhances creditability with employees, customers, suppliers and the community

### Testimonial:

Some people might want to hear what other businesses think. For one example see page 17 of the Mentoring Guide User Edition for a testimonial from Aeneas Internet and Telephone. Or ask the group why planning might be important.

### Summary!

As mentioned above, too much emphasis is placed on dramatic, worst-case scenarios – as if these were the only possible disasters that might occur.

Take broad, commonsense protective measures, which can help a business respond to unanticipated emergencies of any kind.



# **Section 3: Planning Makes Sense**

## Section 3: Planning Makes Sense

### Section 3: Planning Makes Sense

- An October 2005 survey by The Advertising Council found:
  - 92% of businesses say it is very or somewhat important take steps to prepare for an emergency
  - 88% agreed having a emergency plan would makes sense
  - 39% said they actually had a plan in place



### Instructor's Notes

Status of Business Preparedness: According to an October 2005 survey of small businesses conducted by The Advertising Council:

- 92% of respondents said it is very or somewhat important for businesses to take steps to prepare for a catastrophic disaster
- 88% agreed having a continuity plan would make sense for their company
- 39% of respondents said their company has an emergency plan in place
- 59% assessed their own business as prepared

### Discussion Time

Define & discuss what would be an emergency to your business



Start a discussion about what would be an emergency to the business sector. Please see Mentoring User Guide page 19 for a Risk Assessment Worksheet.

#### **Plan Ahead!**

Before you instruct this course, talk to local emergency managers about common disasters for your area.

Typical natural disasters include:

- Earthquakes
- Extreme Heat
- Fires
- Floods
- Hurricanes
- Landslide and Debris Flow (Mudslide)
- Thunderstorms
- Tornadoes
- Tsunamis
- Volcanoes
- Wildfires
- Winter Storms and Extreme Cold

While the class has listed types of emergencies previously, this is a discussion specific to your geographic area. Discuss with the class how the lists might be different and how this will affect priority planning.

#### **Important Note!**

After the discussion have the class list specific risks for their business and save them for later use.

# **Section 4: Three Steps for Preparedness**

## Section 4: Three Steps for Preparedness

### Instructor's Notes

Several steps should be taken to properly prepare your business for a disaster. The three most important steps are:

- 1) **PLAN** to stay in business
- 2) **TALK** to your people
- 3) **PROTECT** your investment

### Section 4: Three Steps

- 1) **PLAN** to stay in business
- 2) **TALK** with your people
- 3) **PROTECT** your investment



### Section 4: Three Steps

#### Plan to Stay in Business

- Know the potential emergencies
- Assess how your company functions
- Protect your employees -- your most important and valuable asset
- Think first about the basics (water, shelter, clean air, warmth)
- Provide for sheltering-in-place or evacuation measures
- Fire is the most common business emergency
- Prepare for medical emergencies, encourage basic first aid and CPR training



### PLAN to Stay in Business

You should plan in advance to manage any emergency. Be prepared to assess the situation, use common sense and available resources to take care of yourself, your co-workers and your business's recovery.

- Know what types of emergencies might affect your business
- Carefully assess how your company functions, both internally and externally
- Your employees and co-workers are your business' most important and valuable asset
- Think first about the basics of survival, such as fresh water, food, clean air and warmth
- Shelter-in-place or evacuate, plan for both possibilities
- Fire is the most common of all business disasters
- Take steps that give you the upper hand in responding to medical emergencies, such as basic first aid and CPR training

## Section 4: Three Steps



### Talk to Your People

- Include people from all levels in emergency planning
- Use drills and exercises
- Encourage employees and their families to
  - Get an emergency supply kit
  - Make a family emergency plan and
  - Be informed of the potential emergencies that can happen in their area



## Section 4: Three Steps



### Talk to Your People

- Detail how you will be in contact with employees, customers and others
- Plan for persons in your organization who will require special assistance during an emergency
- Understand that people who have experienced a disaster may have special recovery needs



## Section 4: Three Steps



### Protect Your Investment

- Meet with your insurance provider to understand coverage, as insurance policies vary
- Prepare for utility outages and disruptions
- Secure physical assets
- Assess the HVAC system to improve indoor air quality
- Protect your data and information technology systems



**“Every Business Should Have a Plan” brochure is available for download from the Ready Business Web site: [www.ready.gov/](http://www.ready.gov/)**

## TALK with Your People

One of the best methods of assuring your company’s recovery is to provide for your co-workers’ well-being. Communicate regularly with employees before, during and after an incident.

- Include people from all levels in emergency planning
- Drills and exercises will help your business prepare
- Encourage employees and their families to get a kit, make a plan and be informed
- Detail how you will be in contact with employees, customers and others
- Plan for persons in your organization who will require special assistance during an emergency.
- People who have experienced a disaster may have special recovery needs

## PROTECT Your Investment

In addition to emergency planning and communicating with employees, there are steps you can take to safeguard your company and secure your physical assets.

- Insurance policies vary, meet with your provider to review current coverage
- Prepare for utility outages and disruptions during and after a disaster
- Take steps to secure physical assets
- Assess the Heating/Ventilation and Air Condition (HVAC) system to improve indoor air quality
- Protect your data and information technology systems

# **Section 5: What are the Costs?**

## Section 5: What are the Costs?

### Instructor's Notes

- Develop discussion points about the costs of losing business time
- Ask what types of precautions they are now using (write those down on chart or board in front of the class).



*Write current precautions down on chart or board in front of the class.*

- Transition to the next set of slides that show what you can do that is: no cost, under \$500, and more than \$500. Please note that some topics are repeated under each category, with more cost associated with the task each time.

*Please note you can refer students to the Mentoring Guide, User Edition, page 9 & 10 for more information.*

### Section 5: What are the Costs?



#### NO COST SOLUTIONS

- Meet insurance provider to review current coverage.
- Create evacuate and shelter-in-place plans.
- Practice your emergency plan frequently.
- Talk with your people about the company's disaster plans.



### Section 5: What are the Costs?



#### NO COST SOLUTIONS

- Create an emergency contact list.
- Create a list of critical business contractors
- Know what kinds of emergencies might affect your company



### No Cost

- Meet with your insurance provider to review current coverage. Find out if your coverage included potential disasters in your area (ie. Flood, earthquake)
- Create procedures to quickly evacuate and shelter-in-place. Practice the plans.
- Talk to your people about the company's disaster plans. Two-way communication is central before, during and after a disaster.
- Create an emergency contact list including employee emergency contact information.
- Create a list of critical business contractors and others whom you will use in an emergency.
- Know what kinds of emergencies might affect your company both internally and externally.
- Decide in advance what you will do if your building is unusable.
- Create a list of inventory and equipment, including computer hardware, software and peripherals, for insurance purposes.

## Section 5: What are the Costs?



### NO COST SOLUTIONS

- Decide what you will do if your building is unusable.
- Create a list of inventory and equipment
- Plan for utility service alternatives
- Promote family and individual preparedness within your business



- Talk to utility service providers about potential alternatives and identify back-up options.
- Promote family and individual preparedness among your co-workers. Include emergency preparedness information during staff meetings, in newsletters, on company intranet, in periodic employee emails and via other internal communications tools.
- Include emergency preparedness information during staff meetings, in newsletters, on company intranet, in periodic employee emails and via other internal communications tools.

## Section 5: What are the Costs?



### COSTS UNDER \$500

- Buy a fire extinguisher and smoke alarm.
- Decide which emergency supplies the company can feasibly provide, individuals might want to consider keeping in a workplace emergency kit
- Set up a telephone call tree, password-protected web page to communicate with employees
- Encourage employee to take first aid, CPR and CERT training



## Costs Under \$500

- Buy a fire extinguisher and smoke alarm.
- Decide which emergency supplies the company can feasibly provide, if any, and talk to your co-workers about what supplies individuals might want to consider keeping in a personal and portable supply kit.
- Set up a telephone call tree, password-protected page on the company Web site, email alert or call-in voice recording to communicate with employees in an emergency.
- Provide first aid and CPR training to key co-workers.
- Use and keep up-to-date computer anti-virus 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.
- If applicable, make sure your building's HVAC system is working properly and is well-maintained.
- Back up your records and critical data. Keep a copy offsite.

## Section 5: What are the Costs?



### COSTS UNDER \$500

- Use and update computer anti-virus software and firewalls.
- Attach equipment and cabinets to walls or other stable equipment.
- Elevate valuable inventory and electric machinery off the floor in case
- If applicable, make sure your building's HVAC system is working
- Back up your records and critical data. Keep a copy offsite.





Section 5: What are the Costs?



More than \$500

COSTS OVER \$500

- Consider additional insurance such as business interruption, flood or earthquake.
- Purchase, install and pre-wire a generator to the building's essential electrical circuits. Provide for other utility alternatives and back-up options.
- Install automatic sprinkler systems, fire hoses and fire-resistant doors and walls.
- Make sure your building meets standards and codes. Consider a professional engineer to evaluate the wind, fire or seismic resistance of your building.



Section 5: What are the Costs?



COSTS OVER \$500

- Consider a security professional to evaluate your emergency plan
- Upgrade your building's HVAC system to secure outdoor air intakes and increase filter efficiency.
- Send safety and key emergency response employees to trainings or conferences.
- Provide a large group of employees with first aid, CPR and CERT training.



- Consider additional insurance such as business interruption, flood or earthquake.
- Purchase, install and pre-wire a generator to the building's essential electrical circuits. Provide for other utility alternatives and back-up options.
- Install automatic sprinkler systems, fire hoses and fire-resistant doors and walls.
- Make sure your building meets standards and codes. Consider using a professional engineer to evaluate the wind, fire or seismic resistance of your building.
- Consider using a security professional to evaluate and/or create your disaster preparedness and business continuity plan.
- Upgrade your building's HVAC system to secure outdoor air intakes and increase filter efficiency.
- Send safety and key emergency response employees to trainings or conferences.
- Provide a large group of employees with first aid, CPR and CERT training.

Discussion Time



What are other types of no cost or low cost solutions?

What are the resources in your community which can also provide or enhance for emergency planning?



Start a discussion about what are the other types of no cost or low cost solutions a business owner could use to further protect their employees, assets and operations. In addition, discussion what local community resources are available to business owners (i.e. Citizen Corps, Small Business Administration, USDA).



# **Section 6: Make a Plan**

## Section 6: Make a Plan

Consider handing out copies of pages 11-13 of the Mentoring Guide User Edition. If you have already distributed a copy of the guide, refer to pages 11-13.

### Instructor's Notes

In a minute we will hand out the plan sample and start to build your business continuity plan.

- Parts of this plan may be easy to fill out now because the information requested is data that would be “top of mind” for your business.
  - Example: Designating a primary crisis manager and a back-up manager.
- Other parts may be partially answered, requiring follow-up in order to complete.
  - Example: Compiling a list of suppliers and back-up contractors.
- Others may require more deliberate planning that would take place over a period of time.
  - Example: Developing and implementing a shelter-in-place plan.

### Section 6: Make a Plan

- Ready Business provides a Sample Emergency Plan and worksheets which will guide you through a basic framework of an emergency plan
- As all businesses differ in size, scope and situation, so will an emergency plan.



- Start thinking about preparedness and move forward in the process of developing a plan
- The Sample Emergency Plan is a template.
- This tool provides a basic framework that may require tailoring and customization to fit your business' specific needs.
- Try to keep the plan as simple as possible so that it can be remembered and followed in an emergency
- The goal is to fill in as much of the plan as possible as it relates to your business

### Hand Out Plan!

At this point, hand out the sample plan. This is a basic plan that gets students started. You can find a copy of the sample plan at:

<http://EDEN.lsu.edu/LearningOps/ReadyBusine>

*Section 6: Make a Plan*



- **PLAN to Stay in Business**
  - ✓ Secure your primary business location
  - ✓ Select an alternate business location
  - ✓ Select a primary crisis manager & spokesperson
  - ✓ Create emergency contact information and procedures

- **PLAN to Stay in Business**
  - ✓ Secure your primary business location
  - ✓ Select a alternate business location
  - ✓ Select a primary crisis manager & spokesperson
  - ✓ Create emergency contact information and procedures



Take a few minutes for students to work on the Plan to Stay in Business portion.

*Section 6: Make a Plan*



**BE INFORMED**

- What natural and man-made disasters could impact your business?

- What natural and man-made disasters could impact your business?



From the previous lists developed in Sections 2 & 3, have the class put the priority emergencies/disasters on page 2 of the plan.



**CREATE AN EMERGENCY PLANNING TEAM**

- Designate who will participate in emergency planning and crisis management

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*Section 6: Make a Plan*



**PLAN TO COORDINATE WITH OTHERS**

- Who from neighboring businesses and our building management will participate with your emergency planning team

**PLAN TO COORDINATE WITH OTHERS**

- Who from neighboring businesses and our building management will participate with your emergency planning team



Give the class a few minutes to think about who they want on the team from their business and which neighboring businesses they will coordinate with.



Section 6: Make a Plan



CONSIDER SUPPLIERS AND CONTRACTORS

**Primary Supply Source:**  
List companies which are your suppliers, vendors or contractors. Emergency information should include:

Company Name: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Account Number: \_\_\_\_\_  
 Materials/Service Provided: \_\_\_\_\_

**Secondary Supply Source:**  
If this company experiences a disaster, your business will obtain supplies/materials from the following:

Company Name: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Account Number: \_\_\_\_\_  
 Materials/Service Provided: \_\_\_\_\_



INVENTORY CRITICAL OPERATIONS

- Create a prioritized list of critical operations, staff and procedures you need to recover from a disaster
- Create an operation staff in charge action plan

Important!

Suggest that the students make their own list of supplier and contractors contact information. They can use page 3 of the sample plan as a guide.



Discussion Time



Have you considered what you will do in specific emergency scenarios?

Discussion Time:



Ask attendees to explain some of the contingencies they may have already considered, or use relevant examples in the local community to highlight the importance of continuity planning.

They may pick from emergencies or disasters from previous lists and expand on how they have affected their business in the past.



Possible questions to prompt discussion:

- Have you identified the employee procedures that are absolutely necessary to keep operating?
- Do you have back-up plans for those operations?
- Do you know what you will do if your building is not accessible?
- Do you know what to do if your suppliers are affected by a disaster?
- Do you back up your data in case computers or storage facilities are destroyed?

# **Section 7: Talk With Your People**

## Section 7: Talk To Your People



### Emergency Supply Kits

- Talk to your employees about what emergency supplies your business can feasibly provide
- Encourage employees to create portable emergency supply kits at their workstations



## Section 7: Talk With Your People

### Instructor's Notes

It is important that employees know:

1. That your business is prepared
2. How to access plan information and supplies

It is also important that business owners talk with their employees to get feedback on plans.

## Section 7: Talk To Your People



### EMERGENCY SUPPLY KIT

\* Ready.gov recommends the following emergency supplies to be including in any emergency kit:

- **Water**
- **Food**
- **Battery-powered radio and extra batteries**
- **Flashlight and extra batteries**
- **First Aid kit**
- **Whistle** to signal for help
- **Dust or filter masks**
- **Moist towelettes** for sanitation
- **Wrench or pliers** to turn off utilities
- **Can opener** for food (if kit contains canned food)
- **Plastic sheeting and duct tape** to "seal the room"
- **Garbage bags and plastic ties** for personal sanitation



### Emergency Supply Kits

When preparing for emergency situations, it's best to think first about the basics of survival.

- Talk to your employees about what emergency supplies your business can feasibly provide
- Encourage employees to create portable emergency supply kits at their workstations

## EMERGENCY SUPPLY KIT

### Instructor's Note!

To print a handout about emergency supplies, go to <http://www.ready.gov/business/downloads-checklists.html>.

Recommended emergency supplies include the following:

- **Water**, amounts for portable kits will vary. Individuals should determine what amount they are able to both store comfortably and to transport to other locations. If it is feasible, store one gallon of water per person per day, for drinking and sanitation
- **Food**, at least a three-day supply of non-perishable food
- **Battery-powered radio and extra batteries**
- **Flashlight and extra batteries**
- **First Aid kit**

- **Whistle** to signal for help
- **Dust or filter masks**, readily available in hardware stores, which are rated based on how small a particle they filter
- **Moist towelettes** for sanitation
- **Wrench or pliers** to turn off utilities
- **Can opener** for food (if kit contains canned food)
- **Plastic sheeting and duct tape** to "seal the room"
- **Garbage bags and plastic ties** for personal sanitation

Also, encourage your employees to have a portable kit customized to meet personal needs, such as essential medications.

*Section 7: Talk To Your People* 

**MAKE AN EVACUATION PLAN**

- Collaboration with neighboring businesses and building owners
- Post evacuation routes in clear view of workplace
  - ✓ Ensure building exits are clearly marked
  - ✓ Exercise the plan, practice evacuation procedures several times a year, if not monthly



A sample emergency plan form with sections for 'PLAN TO LEAVE BUSINESS', 'EMERGENCY CONTACT INFORMATION', and 'Sample Business Continuity and Disaster Preparedness Plan'.



See Mentoring Guide Edition, pages 23 & 24.

*Section 7: Talk To Your People* 

**MAKE AN EVACUATION PLAN**

- Establish what employees should do if they should need to leave the workplace quickly
  - ✓ Is there a warning system?
  - ✓ Where is the assembly site?
  - ✓ Who will shut down the business?
  - ✓ Who will issue the all clear to return to work?



A sample emergency plan form with sections for 'PLAN TO LEAVE BUSINESS', 'EMERGENCY CONTACT INFORMATION', and 'Sample Business Continuity and Disaster Preparedness Plan'.



From Mentoring Guide User Edition:  
Testimonial: Morgan Stanley, page 25.

Information Sheet: People with Disabilities,  
page 26.

Information Sheet: High-Rise Buildings,  
page 26.

**MAKE AN EVACUATION PLAN**

- Create plans in collaboration with neighboring businesses and building owners to avoid confusion or gridlock
- Post evacuation routes within the building and provide site maps
  - ✓ Ensure building exits are clearly marked
  - ✓ Exercise the plan, practice evacuation procedures several times a year, if not monthly

**MAKE AN EVACUATION PLAN**

- Establish what employees should do if they should need to leave the workplace quickly
  - ✓ Is there a warning system. Who will test the system?
  - ✓ Where is the assembly site? Assign assembly manager and an alternate. Define responsibilities
  - ✓ Who will shut down the business? Assign a "shut down" manager and alternate. Define responsibilities
  - ✓ Who will issue the all clear to return to work?



Take a few minutes and work on developing an evacuation plan for your business.



*Section 7: Talk To Your People* 

**MAKE A SHELTER IN PLACE PLAN**

- Establish shelter in place procedure to include the following:
  - ✓ Creating a warning system.
  - ✓ Where is Shelter in place location?
  - ✓ Where will employees go in a “Seal the Room” situation?
  - ✓ Who will shut down the business?
  - ✓ Who will issue the all clear to return to work?




See Mentoring Guide User Edition, pages 28-30.

**MAKE A SHELTER IN PLACE PLAN**

- Establish shelter in place procedure to include the following:
  - ✓ Creating a warning system. Who will test the system? Define responsibilities
  - ✓ Where is Shelter in place location? Assign shelter in place manager and an alternate. Define responsibilities
  - ✓ Where will employees go in a “Seal the Room” situation? Assign a room manager and alternate. Define responsibilities
  - ✓ Who will shut down the business? Assign a “shut down” manager and alternate. Define responsibilities
  - ✓ Who will issue the all clear to return to work?

*Section 7: Talk To Your People* 

**MAKE A SHELTER IN PLACE PLAN**

- Outreach to employees about which emergency supplies, if any, the company will provide in the shelter location and which supplies individuals may consider keeping in a workplace emergency supply kit
- Exercise sheltering in place several times a year




**MAKE A SHELTER IN PLACE PLAN**

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- Exercise sheltering in place several times a year



Take a few minutes and work on developing an evacuation plan for your business.

*Section 7: Talk To Your People* 

**CONSIDER EMPLOYEE COMMUNICATIONS**

- Who will you communicate your emergency plans with employees?
- In the event of a disaster, how will you communicate with employees?
- Do you have a list of emergency numbers of all of your employees? Is this located off-site?




**COMMUNICATIONS**

- Who will you communicate your emergency plans with employees?
- In the event of a disaster, how will you communicate with employees?
- Do you have a list of emergency numbers of all of your employees? Is this located off-site?



Take a few minutes and work on developing a communication plan for your business.

See Mentoring Guide User Edition Worksheet, page 33.

**Testimonial: Equity Technologies, page 34.**

*Section 7: Talk To Your People* 

**ANNUAL REVIEW**

- Mark a date each year you review and update your business emergency plan
- Exercise the plan several times a year. Incorporate key messages in new employee orientation
- Encourage employees to take steps to prepare themselves and their families for an emergency by getting a home emergency supply kit, creating a family emergency plan and staying informed about the types of emergencies that can happen in their area



**See Mentoring Guide User Edition Worksheet, page 39.**

**Testimonial: Childs Capital, LLC, page 40.**

**ANNUAL REVIEW**

- Mark a date each year you review and update your business emergency plan
- Exercise the plan several times a year. Incorporate key messages in new employee orientation
- Encourage employees to take steps to prepare themselves and their families for an emergency by getting a home emergency supply kit, creating a family emergency plan and staying informed about the types of emergencies that can happen in their area

# **Section 8: Protect Your Investment**

*Section 8: Protect Your Investment* 

- Computer Hardware Inventory**
- ✓ Know what types of computer hardware you own or lease
  - ✓ Know the capacity of your IT system
  - ✓ Document the model, serial number, date purchase and cost for insurance records




See Mentoring Guide User Edition, page 43.

Information available for download at <http://www.ready.gov/business/downloads/computerinventory.pdf>.

## Section 8: Protect Your Investments


### COMPUTER HARDWARE INVENTORY

- Know what types of computer hardware you own or lease
- Know the capacity of your IT system
- Document the model, serial number, date purchase and cost for insurance records

*Section 8: Protect Your Investment* 

**CYBER SECURITY**

- What are the steps you are taking to protect your computer hardware?
- What are the steps you are taking to protect your computer software?
- If your computer system is destroyed, will you be able to use back up computers at an alternate location?




See Mentoring Guide User Edition, pages 35 & 36.

### CYBER SECURITY

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*Section 8: Protect Your Investment* 

**RECORDS BACK-UP**

- Who is responsible for backing up critical records, including payroll and accounting systems?
- Are back-up records including a copy of this plan, site maps, insurance policies, bank account records and computer back ups are stored onsite and at an offsite location?
- If accounting and payroll records are destroyed, what continuity will take place?




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## Insurance Coverage Discussion

## Section 8: Protect Your Investment



### Insurance Coverage Discussion

- What type of insurance do you have?
- Record the policy numbers which cover your business
- Know what type of deductible you have
- Know your policy limits
- Review frequently the type of coverage you have acquired. Does it cover floods or earthquakes?
- Are there measures or additional insurance you require to keep you open for business in the event of an emergency?

The form is titled "Insurance Discussion Form" and is part of the "READY.GOV" program. It includes a header with the program name and a "Print" button. Below the header, there are fields for "Business Name", "Address", "City", "State", and "Zip". A table with 5 columns and 5 rows is provided for recording insurance information. The columns are labeled "Type of Insurance", "Policy Number", "Deductible", "Policy Limit", and "Expiration Date". At the bottom of the form, there are sections for "Comments" and "Date".



See Mentoring Guide User Guide, pages 41 & 42.

Information available for download at [www.ready.gov/business/downloads/insuranceform.pdf](http://www.ready.gov/business/downloads/insuranceform.pdf).

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- Review frequently the type of coverage you have acquired. Does it cover floods or earthquakes?
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The instructor should explain that it is also important to review and update insurance coverage.

# **Additional Resources**

### Resources Available to Employers

- *Ready Business* resources to encourage business owners and operator to prepare for an emergency
- All *Ready Business* materials are available to download at [www.ready.gov](http://www.ready.gov)
- Selected *Ready Business* brochures are available to order by phone at 800-BE-READY
- To learn how to mentor businesses and organizations on how prepare, visit the Extension Disaster Education Network at [www.EDEN.lsu.edu](http://www.EDEN.lsu.edu)



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### Resources Available to Employees

- *Ready America* resources to encourage employees and their families to prepare for an emergency
- All *Ready* materials are available to download at [www.ready.gov](http://www.ready.gov)
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### Get Prepared & Involved

- Visit the *Ready Business* section of [www.ready.gov](http://www.ready.gov) for additional information and materials to help prepare your employees, operations and assets for an emergency
- Share your business continuity plan and emergency procedures with your employees, customers and others; encourage them to prepare their own businesses
- Spread the word among your industry, vendors, supply chain, professional associations and customers



### Get Prepared and Involved

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## Emergency Preparedness



- Visit the *Ready Business* section of [www.ready.gov](http://www.ready.gov) for additional information and materials to help prepare your employees, operations and assets for an emergency
- Share your business continuity plan and emergency procedures with your employees, customers and others; encourage them to prepare their own businesses
- Become a National Preparedness Month Coalition member to promote Business Preparedness in your community
- Spread the word among your industry, vendors, supply chain, professional associations and customers



See *Mentoring Guide User Edition*, pages 46-51.

## Emergency Preparedness

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