



# Benefits of A Comprehensive Emergency Planning Strategy \*

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\* Excerpts taken from Business Continuity - Preparing the Plan  
<http://www.yourwindow.to/business-continuity/bcpindex.htm>

# Benefits of Comprehensive Emergency Planning



- Reduce absenteeism
- Support employees, customers, community, the local economy
- Establish a formal process to be followed when a disaster occurs
- Develop effective back up and recovery strategies to minimize negative impact
- Lower costs or losses arising from serious incidents
- Avoidance of business failure from disruptive incidents

**Significantly reduce the risk of company failure...**

# Employee and Customer Loyalty

- Provide a safer more secure work site
- Communicate and Coordinate with the County First responder system directly
- Employees will have confidence in the Company and its ability to react and adapt
- Clients will see Company as a survivor and have confidence in them
- Comprehensive emergency planning including exercising, practice, and training staff and clients, provides a solid foundation for the future

# Business Continuity Planning Process

- Increased recognition across the Company of the impact that a serious incident could have on the business

# Historical Perspective

- SARS
- Hurricane Katrina
- Anthrax and Related White Powder Incidents

By learning from past incidents and planning appropriately businesses can increase their likelihood for success.



# Goals & Objectives



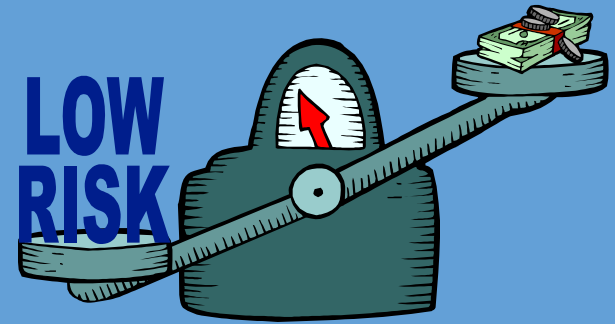
- Strategy and Goals for Operating During an Event
  - State specific measurable objectives
  - List anticipated work force
  - Develop backup workforce duties
  - State market share objectives
  - State revenue/profitability objectives

# Resource Requirements

- Technology requirements
- Personnel requirements
- Resource requirements
  - Financial, distribution, promotion, etc.
- External requirements
  - Products/services/technology required to be purchased outside company and how you will provide them during the event



# Risks & Rewards



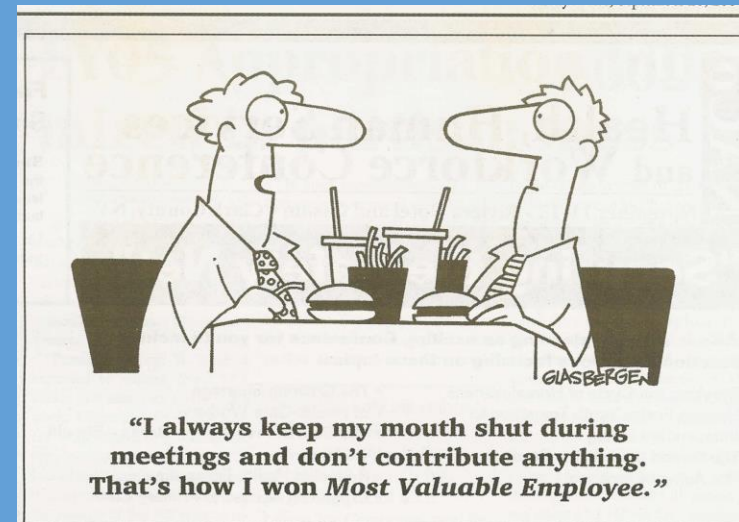
- Risks
  - Summarize risks of doing nothing
  - Summarize risks of event planning
- Addressing risk
  - Summarize how risks will be addressed
- Rewards
  - Estimate expected pay-off



# The Team

- List CEO, key management and line staff by name
- Include previous accomplishments to show these are people with a record of success
- Summarize number of years of experience in this field

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**"I always keep my mouth shut during meetings and don't contribute anything. That's how I won *Most Valuable Employee*."**

# Opportunities

- Problems and Opportunities:
  - State consumer problems and define the nature of product/service opportunities created by those problems.



# Return on Investment



- Build flexibility into your company
- Build strong relationships with key vendors
- Be operational while competition is down
- Employees protect themselves and their families
- Work becomes a safe haven
- Significantly reduce the risk of company failure
- When event is over, perception of company will improve