Building a Resilient Business: Before, During, and After a Disaster

**Business Impact Analysis;
Protection of People, Data, and Operations**

Puerto Rico Science, Technology & Research Trust

Resiliency and Business Innovation

Center for Resilient and Sustainable Communities

Organized by the Puerto Rico Science, Technology & Research Trust
Sponsored by: U.S. Economic Development Administration

June 4, 2020, 6:00 PM- 7:15 PM

*C-RASC consists of researchers from George Mason's Volgnau School of Engineering , the School of Business, the Schar School of Policy and Government, the Jimmy and Rosalyn Carter School of Peace and Conflict Resolution, the College of Science, and the College of Heath and Human Services

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Overview for Entrepreneurs Support Practitioners' Course: Helping Business Owners/Operators Get the Most from Their Course

Resiliency and Business Innovation

Sponsored by: U.S. Economic Development Administration

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Resiliency and Business Innovation

A program of the:
Puerto Rico Science, Technology & Research Trust

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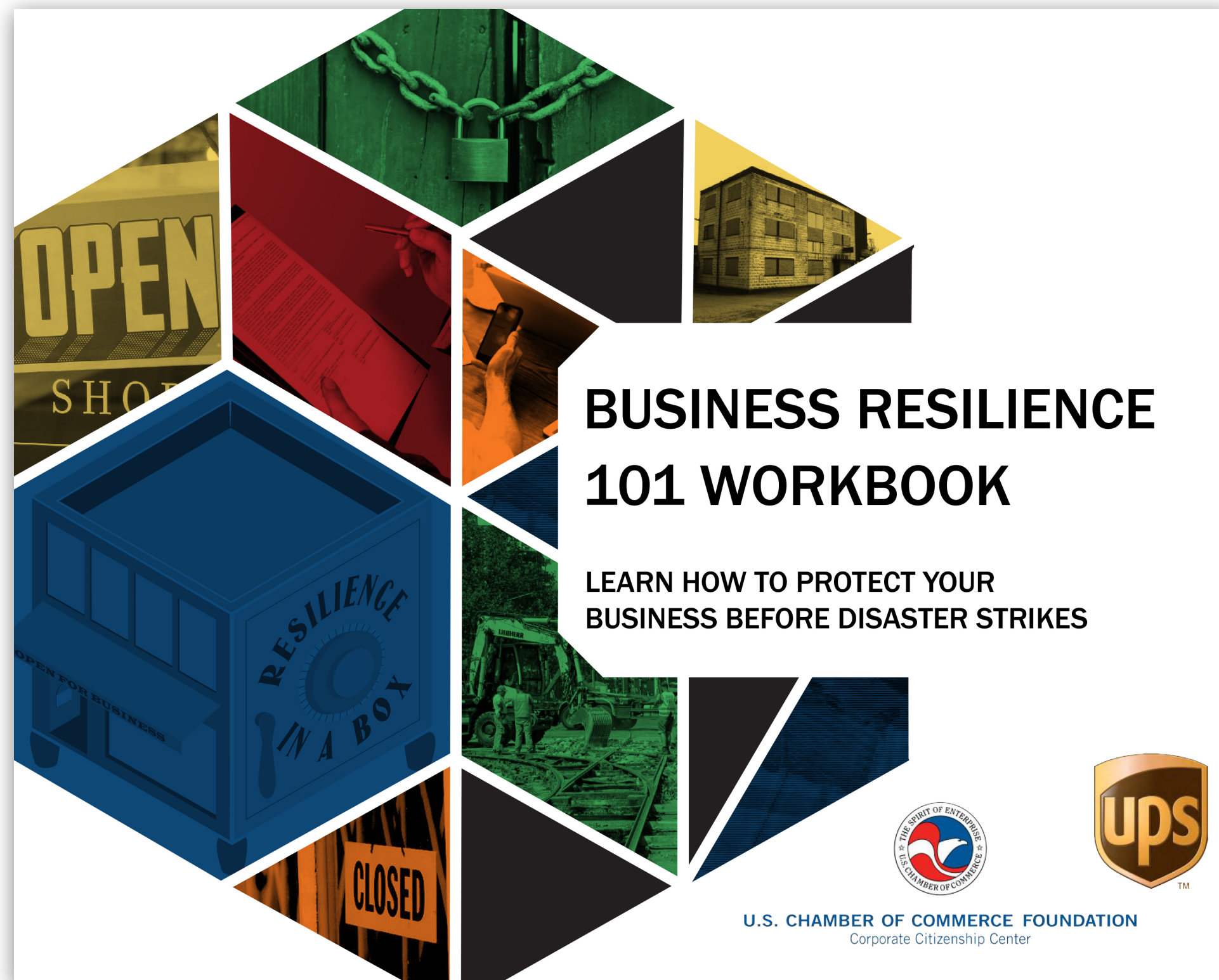Puerto Rico Science, Technology & Research Trust

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Lesson 3

Business Impact Analysis; Protection of People, Data, and Operations

Lesson 3, 4 & 5 Overview

Complete Your Resilience Plan

- **Lesson 3,** Business Impact Analysis; Protection of People, Data, and Operations

- **Lesson 4,** Protection of Inventory, Equipment, and Buildings

- **Lesson 5,** Integrate Material from Lessons 3 & 4; Discuss "Adapt & Reposition;" Finalize Resilience Plan

- **Lesson 6,** Discuss Lessons Learned and Best Practices from Resilience Plans; Address way ahead; Present Certificates

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Your Six Critical Business Assets

Operations
Accounts receivable/payable
Computers (hardware & software)
Providing medical services
Payroll
Mail room
Manufacturing
Food preparation

Data
Documents
Files
Vital records
Server back-up
Information

Inventory
Emergency supplies
Stock
Supplies
Raw materials

Your Six Critical Business Assets

People
Employees
Customers
Vendors
Suppliers
Visitors
Partners

Equipment
Servers
Network
Specialty equipment
Manufacturing equipment
Furniture
Copiers

Buildings
Main office
Warehouse
Restaurant
Store front
Lease space
Storage unit

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Protect People – 1 (Overview)

- People are the most overlooked asset when planning for a disaster
- Employees & Staff
- External People
  —Customers
  —Vendors
  —Suppliers
  —Other Key Contacts

Protect People – II (Complete Forms)

- Emergency Contacts | p. 13-14 fill-in list
- Key Contacts | p.15 fill-in list
- Current Customers | p.16 fill-in list
- Vendors/Suppliers | p. 17 fill-in list
- Visitors | p. 18 fill-in list
- Partners or Partnerships | p. 19 fill-in list

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Protect Data I (Overview)

- No matter where your data lives (hard copy, on servers, or in the cloud) you need to protect it.

- Steps Essential to Backing Up Data

—Perform regular backup and storage off-site

—Plan how to recover your data

—Test your backups

—Create a "Grab-N-Go" case

—Develop a Vital Records

—Inventory List

—Implement a Cybercrime

—Protection Plan

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Protect Data – II (Complete Forms)

- Create a "Grab-N-Go" Case checklist | p. 35

- Test Your Backups checklist | p. 35

- Create a Vital Records Inventory | p. 36

Protect Operations I (Overview)

- Operations are the core functions your business does on a daily basis.

- Ask yourself these questions to determine information you need to restart after a disaster:
  - —Is my business driven by demand from individual customers?
  - —Do I have service level contracts to maintain?
  - —Do I have to adhere to regulations to operate my business?
  - —Does my business depend on a specific power source (gas, electricity)?
  - —Does my business depend on the specific skills of my employees

Protect Operations II (Complete Forms)

- Where to Start checklist | p. 38
- Grab-n-Go checklist | p. 39
- Critical Operations/Processes checklist | p. 39
- Prioritize Critical Operations & Processes | p. 40 fill-in list
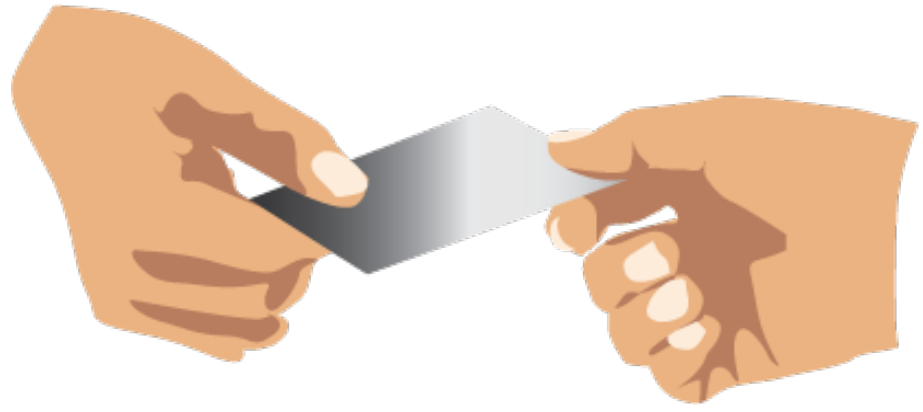- Consider Losing Your Building | p. 40 fill-in list

Optional Checklist - Communications

A communications strategy during a disaster is important.

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Optional Checklist - Your Brand

Your brand is how your stakeholders experience your company. The different ways people experience your company are:

- Employees
- Service
- Website
- Logo
- Tagline

Complete forms

- Protect Your Brand checklist | p. 28

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Upcoming Schedule

Please join us for the next Puerto Rico Science, Technology & Research Trust's Puerto Rico Resilience course session on June 11 at 6:00 PM- 7:15 PM with the topic of:

Lesson 4: **Protection of Inventory, Equipment, and Buildings**

And follow the course and check for schedules and updates at: