



# 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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& Research Trust



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



**Business Baseline Survey & 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**

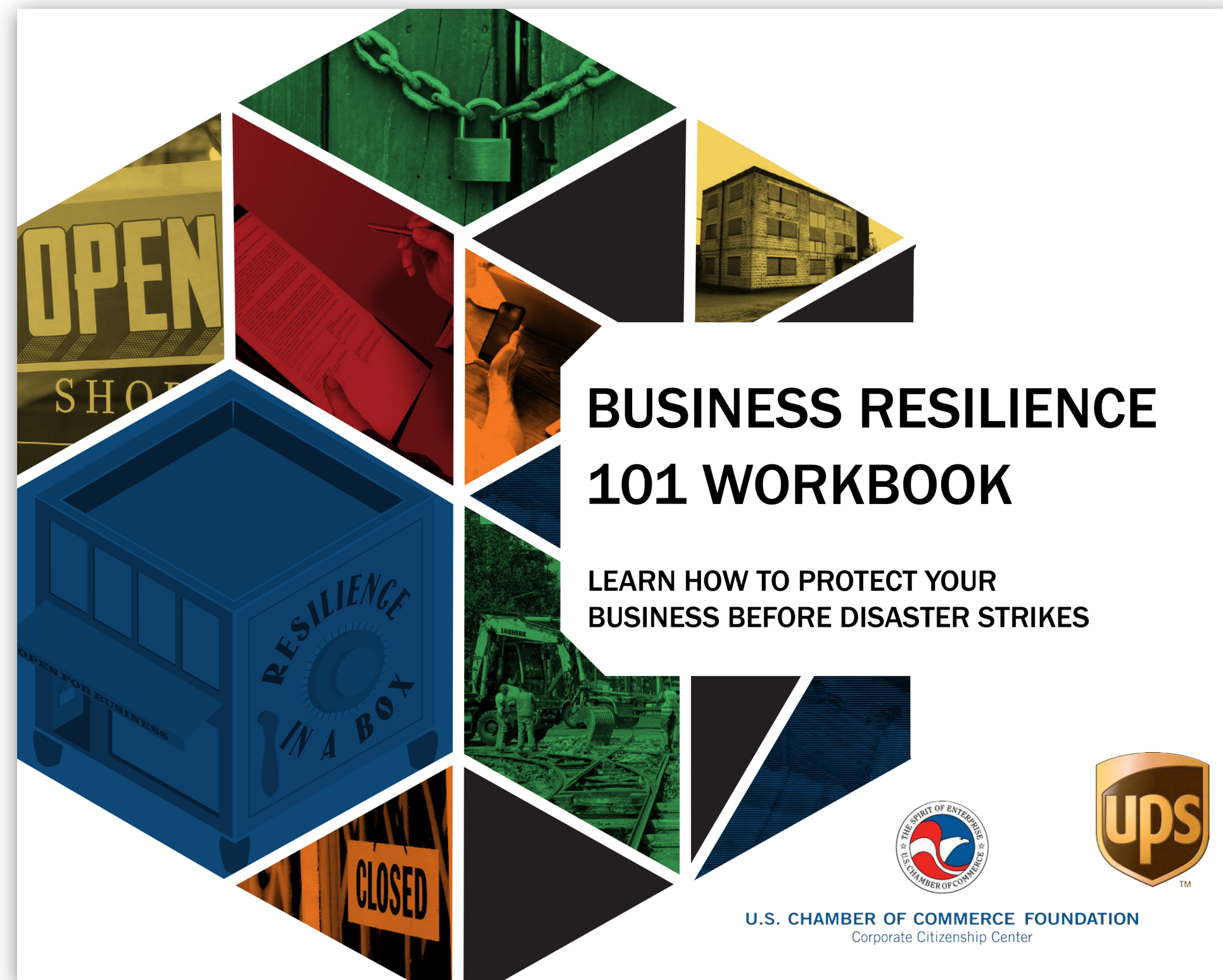
\*C-RASC consists of researchers from George Mason's Volgnau School of Engineering , the School of Business, the Schar School of Policy and Government, the Jimmy and Rosalyn Carter School of Peace and Conflict Resolution, the College of Science, and the College of Health and Human Services



# Lesson 3, 4, 5 & 6 Overview

## Complete Your Resilience Plan

- **Lesson 3**, Baseline Survey, **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



## Lesson 3

# Business Baseline Survey & Impact Analysis; Protection of People, Data, and Operations

# Your Six Critical Business Assets





# RESILIENCE IN A BOX

STRENGTHENING COMMUNITIES GLOBALLY



## BUSINESS PREPAREDNESS CHECKLIST

RESILIENCE IN A BOX IS MADE AVAILABLE  
THROUGH A PARTNERSHIP WITH:



Research indicates that 43% of businesses never reopen after a disaster, and 25% of business that do, fail within a year. “Resilience in a Box”, and all of its resources, is designed to provide the most effective ways to increase your ability to survive and thrive after any disaster such as a flood, earthquake, power outage, etc. Complete this self-assessment to rate your business’ readiness here!

### HAVE YOU:

- Assembled a “team” of individuals within the business who know key operations and can provide important perspectives when planning for and responding to disasters?
- Assigned someone to lead business disaster planning efforts for your business?
- Organized all your critical documents and information so they are easily accessible when needed most?
- Identified and prioritized which business operations are critical so you know what to recover first, second, etc.?
- Identified the possible hazards (natural and man-made) which could interrupt your business?
- Developed continuity or emergency procedures so you can continue to provide products or services after a disaster (e.g. we cannot access our building, need a generator, etc.)?
- Made accessible all important data or files for decision-making if you were unable to access your facility, e.g. after a fire?
- Maintained updated emergency contact information for employees, vendors, suppliers, customers, and other key contacts?



# RESILIENCIA EN UNA CAJA

La “Resiliencia en una caja” recursos se han desarrollado para ayudarle a tomar las medidas necesarias para hacer frente a sus vulnerabilidades y así estar mejor preparado tras la próxima interrupción del suministro eléctrico o cualquier otro tipo de desastre. Utilice la “Resiliencia en una caja” para comenzar a proteger su empresa hoy mismo.



RESILIENCIA EN UNA CAJA ESTÁ DISPONIBLE MEDIANTE UNA ASOCIACIÓN CON:



<https://www.uschamberfoundation.org/sites/default/files/media-uploads/Resilience%20in%20a%20Box%20Checklist%20for%20Business%20Preparedness.pdf>



= 2 ¡EVALÚE SU PREPARACIÓN!  
= 1 Sume todas las respuestas.

## 0-20:

- Su organización está innecesariamente en riesgo de paralización. La buena noticia es que puede empezar a utilizar los recursos de la “Resiliencia en una caja” ahora, para ayudarse con soluciones fáciles y sin costo

## 21-32:

- Su organización ha tomado algunas medidas de preparación. Se encuentra en menor riesgo, sin embargo, la organización se puede mejorar al utilizar los recursos de la “Resiliencia en una caja”

## 33-40:

- Su organización está mejor preparada que la mayoría (posiblemente incluso que sus competidores) y existen sencillos recursos para hacer frente a las brechas, tales como los que le ofrece la “Resiliencia en una caja”

RESILIENCIA EN UNA CAJA  
2017 ©



IMPACT TO CRITICAL BUSINESS ASSETS				1 = Negligible	2 = Marginal	3 = Critical	4 = Catastrophic
Accident							0
Computer Virus							0
Cyber Threat							0
Earthquake							0
Fire							0
Flood							0
Hurricane/Typhoon							0
Plane Crash							0
Power Outage							0
Storms							0
Terrorism							0
Theft/Security							0
Thunderstorm/Lightning							0
Tornado							0
Tsunami							0
Volcanic Eruptions							0
							0
							0
							0
							0
							0
							0
							0
Totals	0	0	0	0	0	0	
Priority	Priority	Priority	Priority	Priority	Priority	Priority	







# Protect People – 1 (Overview)



- People are the most overlooked asset when planning for a disaster
- Employees & Staff
- Family & Extended Family
- 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



# 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



## 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)

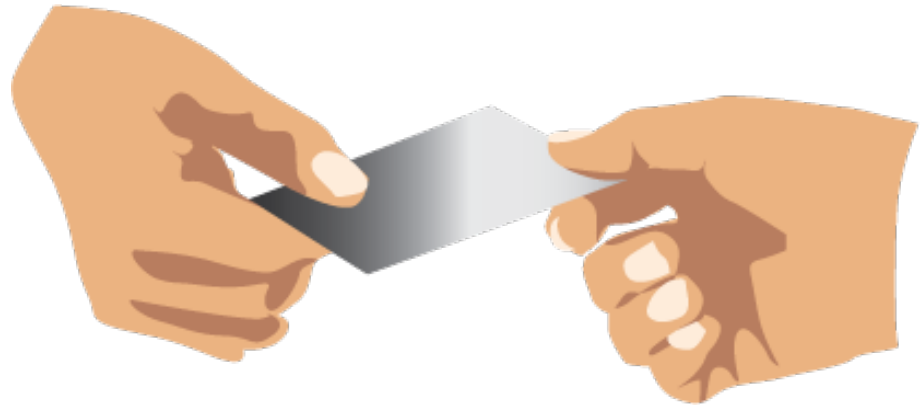
- Where to Start checklist | p. 38
- Grab-n-Go checklist | p. 39
- Critical Operations/Processes checklist | p. 39
- Prioritize Critical Operations & Processes | p. 40 fill-in list
- Consider Losing Your Building | p. 40 fill-in list



# Optional Checklist - Communications

**A communications strategy during a disaster is important.**

- Methods of Communication checklist | p. 24
- Finding a Spokesperson checklist | p. 24
- Communications Before & After Disaster checklist | p. 25
- Internal Communications checklist | p. 26
- External Communications checklist | p. 27
- Crisis Communications checklist | p. 29



# 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



# 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**