



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



Summary of G3 Lessons 3 & 4

- Business Baseline Survey & Impact Analysis; Protection of People, Data, and Operations
- Protection of Inventory, Equipment, and Buildings



Puerto Rico
Science, Technology
& Research Trust



Resiliency and
Business Innovation



Center for Resilient and
Sustainable Communities

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*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



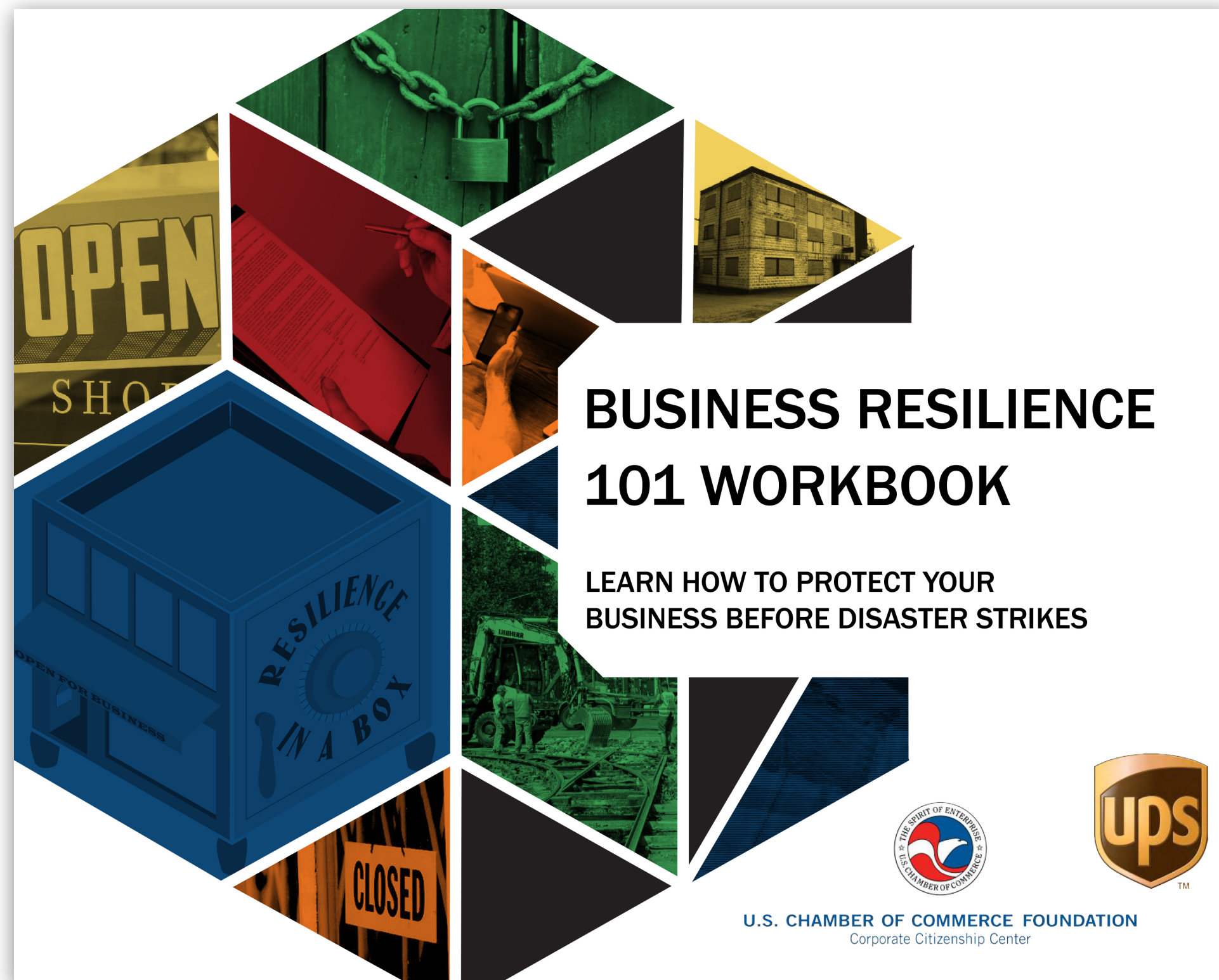
Lesson 3, 4, 5 & 6 Overview

Complete Your Resilience Plan

- **Lesson 3**, Business Baseline Survey & Impact Analysis; Protection of People, Data, and Operations (June 4)
- **Lesson 4**, Protection of Inventory, Equipment, and Buildings (June 11)
- **Lesson 5**, Integrate Material from Lessons 3 & 4; Discuss “Adapt & Reposition;” “Pivot;” Finalize Resilience Plan (June 18)
- **Lesson 6**, Discuss Lessons Learned and Best Practices from Resilience Plans; Address way ahead; Present Certificates (June 25)

Lesson 3

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





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
= 1
¡EVALÚE SU PREPARACIÓN!
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
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IMPACT TO CRITICAL BUSINESS ASSETS							1 = Negligible	2 = Marginal	3 = Critical	4 = Catastrophic
Type of Event	People	Data	Building	Inventory	Equipment	Operations	Score			
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				



Your Six Critical Business Assets





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

EMERGENCY CONTACTS LIST

[illegible]

EMERGENCY CONTACTS LIST									
First Name	Last Name	Work Phone	Mobile Phone	Home Phone	Work Email	Personal Email	Emergency Contact Name	Emergency Contact Mobile Phone	Emergency Contact Email



Need more pages? Visit www.ResilienceInABox.com





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
 - Plan data recovery
 - Test your backups
 - Create a “Grab-N-Go” case
 - Develop records inventory
 - Implement a Cybercrime 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)

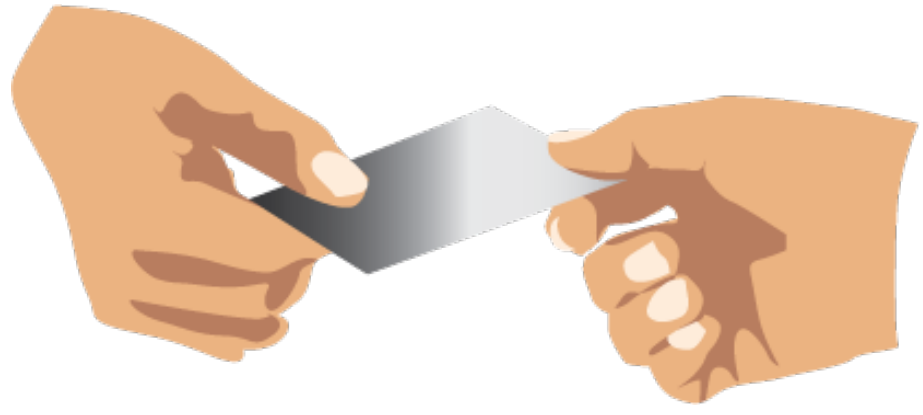
- Where to Start checklist | p. 38
- Grab-n-Go checklist | p. 39
- Critical Operations/Processes checklist | p. 39
- Prioritize Critical Operations & Processes | p. 40 fill-in
- Consider Losing Your Building | p. 40 fill-in



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



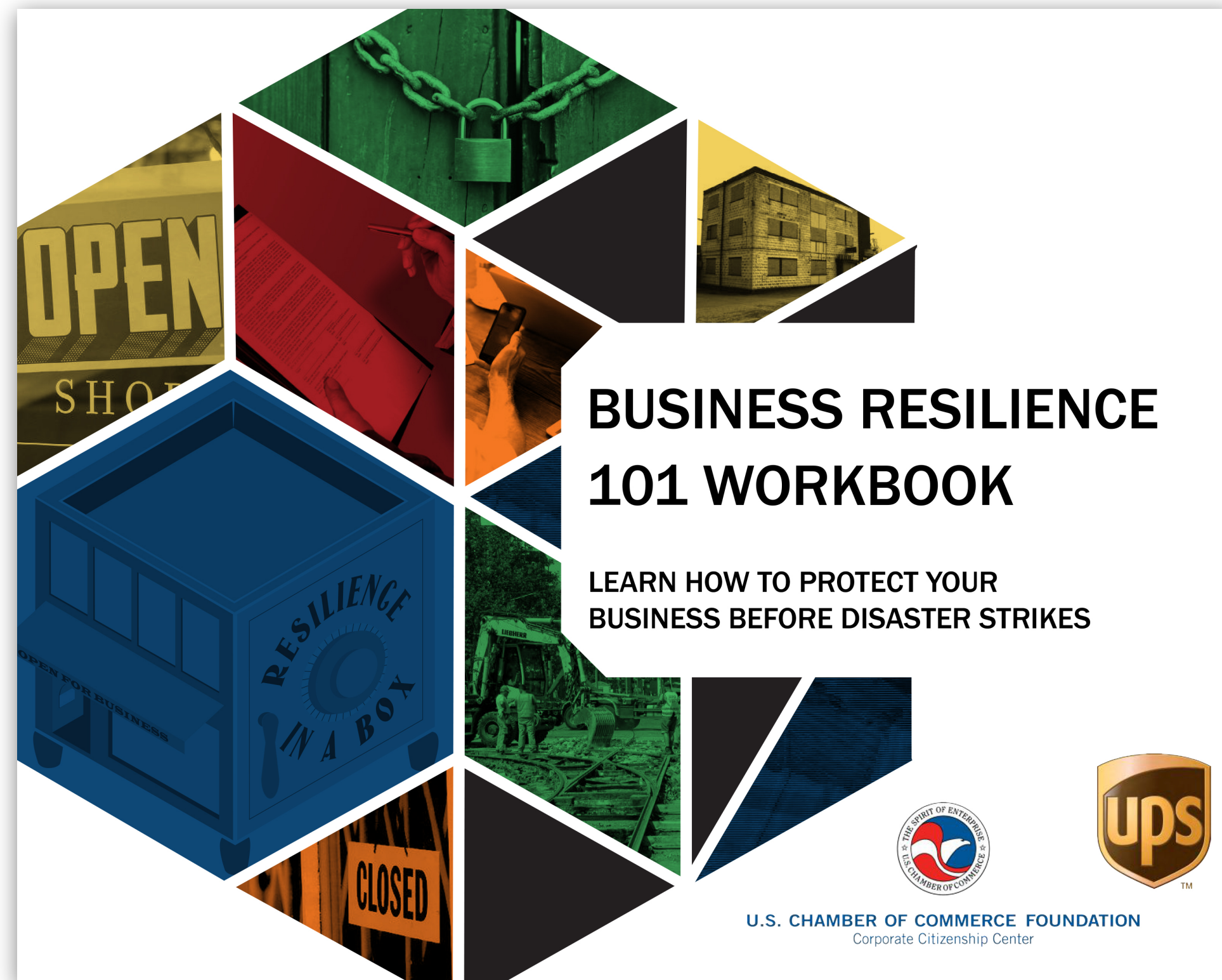
Optional Checklist - Your Brand

**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



Lesson 4

Business Baseline Survey & Impact Analysis; Protection of Inventory, Equipment, and Buildings

Your Six Critical Business Assets



Protect Inventory – 1 (Overview)

- Tracking and effectively managing your inventory is vital for business.
- Types of Inventory Checklist
 - Raw Materials
 - Merchandise Stock
 - Finished Goods
- Maintenance
 - Maintain Items of Inventory
 - Video & Photograph items
 - Grab-n-Go bag





Protect Inventory – II (Complete Forms)

- Inventory List | p. 45 fill-in list
- Protection Methods | p.46 fill-in list
- Single Points-of-Failure | p.46 fill-in list
- Company Provided Items | p. 47 fill-in list
- Employee Provided | p. 47 fill-in list



Protect Equipment I (Overview)

- Equipment is how a company is able to manufacture product and organize themselves
- There maybe some overlap with Inventory
- Prioritize your most important equipment
- Continually update equipment inventory



Protect Equipment – II (Complete Forms)

- Identifying work equipment | p. 49 fill-in list
- Top 10 Equipment | p. 50 fill-in list
- Furniture & Contents | p. 51 fill-in list
- Vendor and Suppliers | p. 52-54 fill-in list



Protect Buildings I (Overview)

- If you are reliant on a physical space or structure to run your business you have significant issues to manage.
- Lease or Own?
- Understanding your building:
 - Purpose of the building – warehouse, main office, etc.?
 - Year it was built – good condition or need repairs?
 - Construction type – wood, brick, steel, other?
 - Blueprints, engineers report, and site disaster history?



Protect Buildings II (Complete Forms)

- Mitigation: Structure | p. 57
- Mitigation: Building & Machinery | p. 57
- Mitigation: Architectural Elements | p. 57
- Relocation & Alternate Space | p. 58
- Building Support Systems | p. 58 fill-in list
- Access to Building Post-Disaster | p. 59 fill-in list
- Recovery Before/After Disaster | p. 59 fill-in list

Upcoming Schedule

Module 4 Integration and Wrap Up (June 9)

- **Lesson D: Personal and Organizational Resilience; Micro-Manufacture (M2) and Puerto Rico**
- **Summary of G3 Lesson 5**, Integrate Material from Lessons 3 & 4; Discuss “Adapt & Reposition;” “Pivot,” Finalize Resilience Plan
- **Summary of G3 Lesson 6**, Discuss Lessons Learned and Best Practices from Resilience Plans; Address way ahead;
- Presentation of Digital Badges