



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

Lesson 2

Business Owner Panel
Networking Presentation
Workbook: People, Data, and Operations

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

October 1, 2020, 6:00 PM- 8:00 PM



Puerto Rico
Science, Technology
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Resiliency and
Business Innovation



Center for Resilient and
Sustainable Communities

*C-RASC consists of researchers from George Mason's Volgenau 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





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



Resiliency and
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Resiliency and
Business Innovation

A program of the:



Gilberto
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Puerto Rico
Science, Technology
& Research Trust



Gloria
Viscasillas



Discussion with Business Owners

October 1, 2020

Annie Mustafa Ramos

Moderator



Resiliency and
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**ECHAR
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5 Keys to Successful Networking

How to Stay Connected
in a COVID-19 World

Why is Networking Important?

- Enables you to find resources for your company
- Helps generate customers and leads for contracts
- Helps you identify suppliers, partners, and employees
- Increases your visibility in your profession or local community



What is the best approach to networking?



- Give more than you get
- Be genuine when you connect with people
- You do not need to be an extrovert to network
- TIP: Social Media makes it easier to stay connected!

Are You an Introvert?



YES!
I AM AN
INTROVERT

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- It takes skills to become a good networker for both introverts and extroverts
- Key techniques include doing research before the event: Who is speaking? Who is attending? What connections do you want to make at the event?
- Extroverts do not have the advantage over introverts

5 Keys to Successful Networking

- Determine your target audience
- Identify which events or conferences to attend
- Be visible online to help build your network
- Stay connected to your network through social media
- Measure your networking effectiveness



Determine Your Target Audience

- Start with coworkers, friends, neighbors & family
- Join Trade Associations
- Join Chamber of Commerce
- Join Community Organizations
 - Coach Baseball or Softball
 - Volunteer at school activities
- Serve on Community Boards





Business Chambers & Trade Associations

Chambers

- PR Chamber of Commerce
- PR Chamber of the South
- PR Chamber of the West
- PR Manufactures Association

Trade Associations

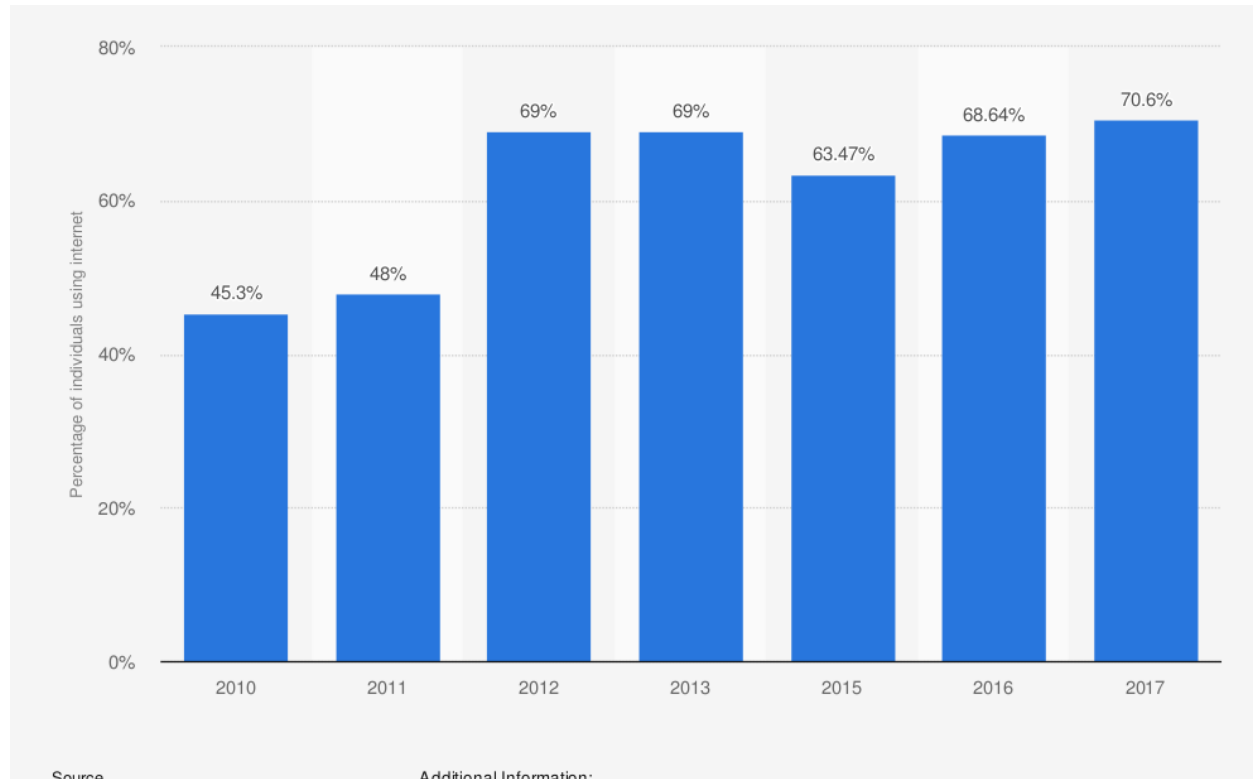
- ASORE (restaurants)
- ACDET (retail)
- MIDA (food distributors)
- PIA (pharmaceuticals)
- CUD (retail)
- Hecho en PR (businesses that produce locally)

Identify which Events or Conferences to Attend

- There are more events than there is time for you to attend
- Choose the events where your target audience meets
- Consider limiting the number of groups you join to concentrate on two to three organizations
- Suggestion - join one of each:
 - Trade Association
 - Business Group
 - Community-Based Organization
- Get involved in committee work!



Be Visible Online to Build Your Network



- 70% of Puerto Ricans used the internet in 2017. Because of COVID-19, there are more in 2020
- Most buyers check the internet before they make a purchase
 - Power of information has shifted from seller to buyer
 - Most buyers have already searched the internet before they buy
- Websites are where buyers go first to find information

Poll Question #1

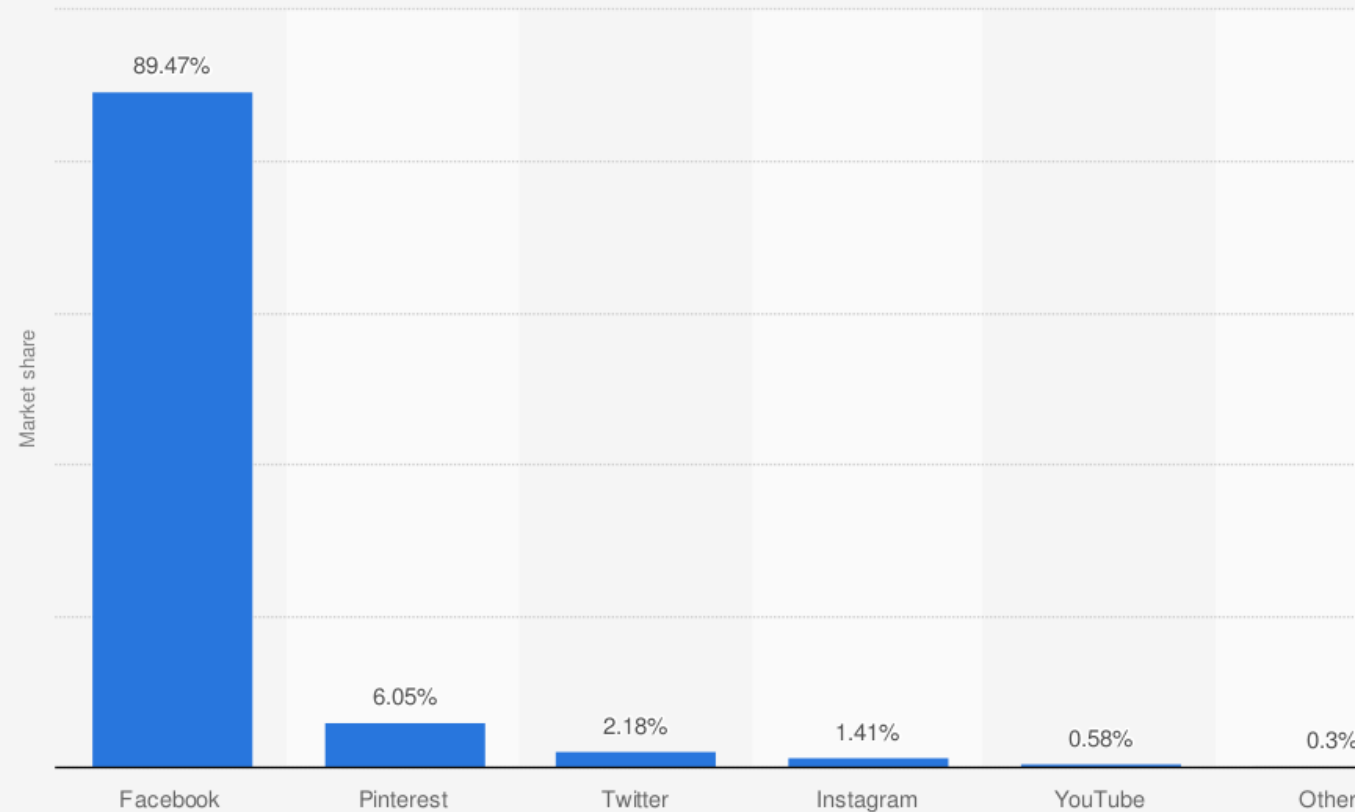
- Do you have a website with your products or services prominently displayed?

- Yes
- No

Stay Connected with Social Media

- Puerto Rico's most popular social media platform is Facebook
- Most businesses use Facebook for B2C (Business to Consumer) connections
- Most effective ways to use Facebook:
 - Create an impressive profile page with a professional picture
 - State clearly what your business can do for your target audience
 - Regularly post content that is relevant to your target audience
- Seek professional digital marketing help

Most popular social media websites in Puerto Rico in 2019, based on share of visits

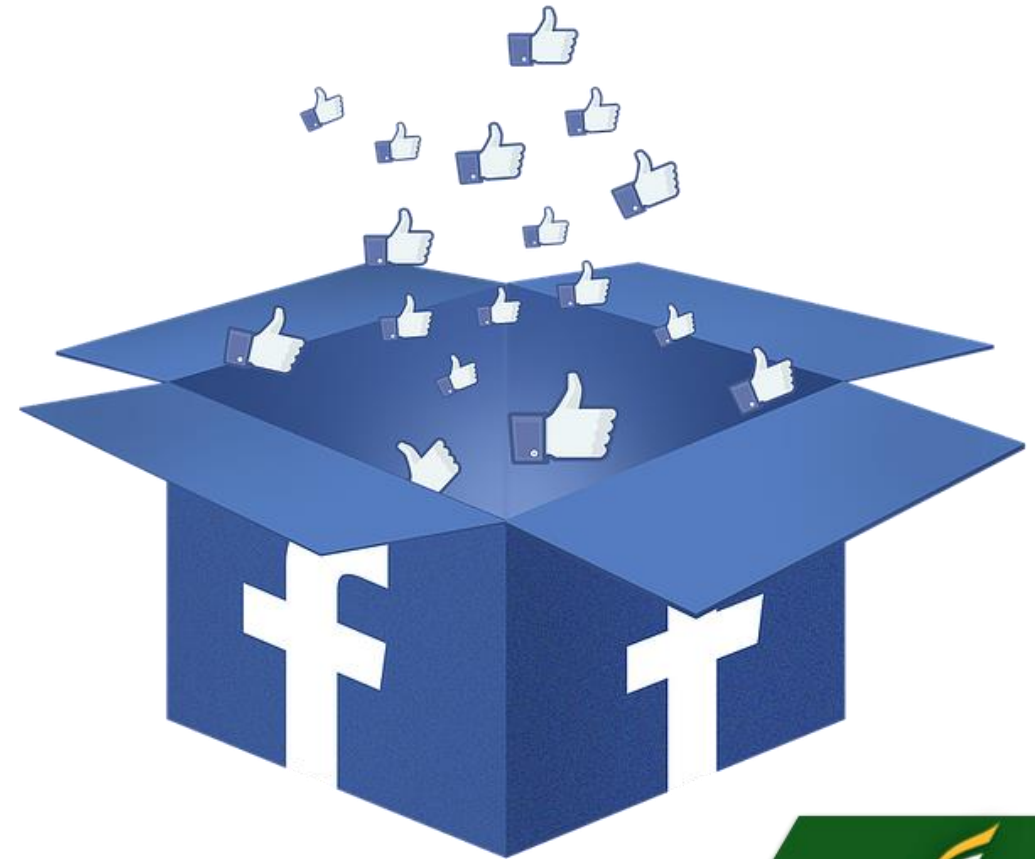


Source
StatCounter
© Statista 2020

Additional Information:
January to December 2019; Including mobile, tablets, desktop and consoles.

Measure Your Networking Effectiveness

- Set clear goals for the number of connections per week
 - In-person Goals (After COVID-19)
 - Social Media Goals
 - Website Visits (Google Analytics)
- Develop a content calendar for your target market
 - Don't sell; be helpful
 - Don't write ad for baby clothes; write Blog for mothers on how often to wash clothes



Poll Question #2

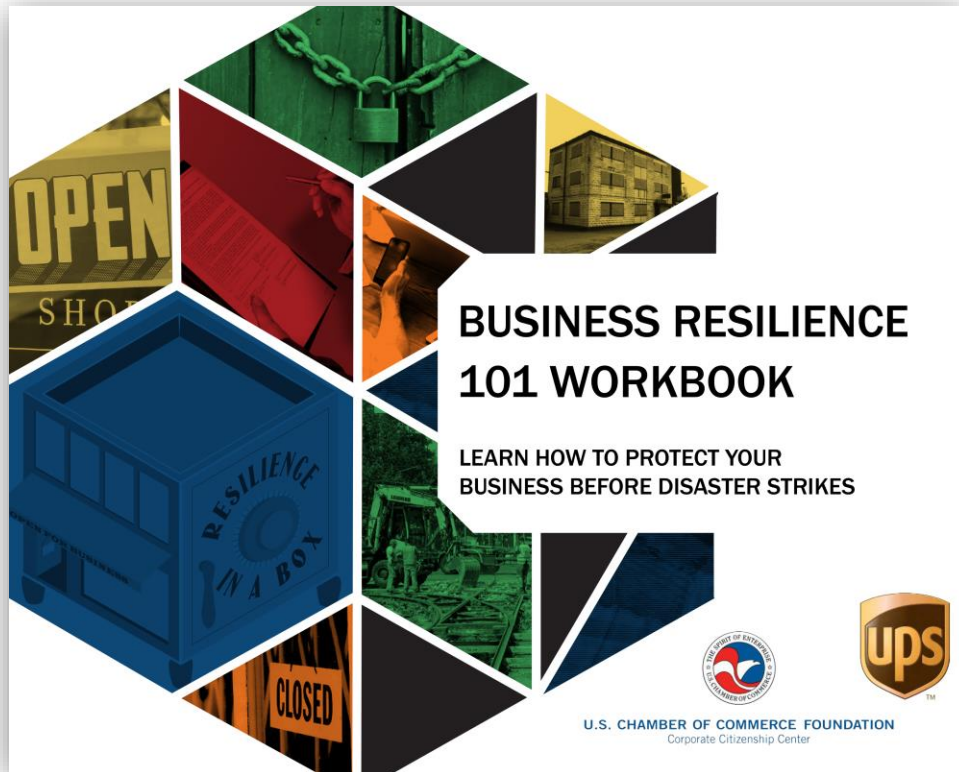
Do you use your Facebook account in one of the following ways?

- Paid Ads
- Post Content Marketing Ads
- Write Blogs
- Post and share comments and “likes” on other people’s content
- I don’t have a Facebook account

Bonus Key



- Practice inbound marketing techniques
 - Attract customers by creating valuable content
 - Inbound marketing connects and engages
- Become a trusted advisor to your target audience
- Study digital marketing techniques
- Learn to be a SME (Subject Matter Expert)



Lesson 2

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

Lesson 2, 3 & 4 Overview

Complete Your Resilience Plan

- **Lesson 2**, Business Impact Analysis; Protection of People, Data, and Operations
- **Lesson 3**, Protection of Inventory, Equipment, and Buildings
- **Lesson 4**, Integrate Material from Lessons 2 & 3; Discuss “Adapt & Reposition;” Finalize Resilience Plan



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



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



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Your Six Critical Business Assets





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



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)

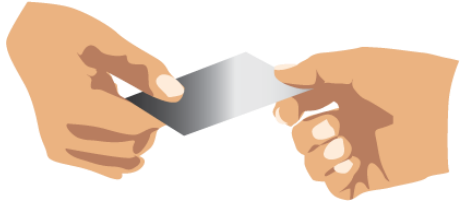
- Where to Start checklist | p. 38
- Grab-n-Go checklist | p. 39
- Critical Operations/Processes checklist | p. 39
- Prioritize Critical Operations & Processes | p. 40 fill-in list
- Consider Losing Your Building | p. 40 fill-in list



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 October 8 at 6:00 PM- 7:15 PM with the topic of:



Lesson 3: Protection of Inventory, Equipment, and Buildings

And follow the course and check for schedules and updates at: <https://prsciencetrust.org/rbi/g3/>

Questions?

