

# BUSINESS SURVIVAL HANDBOOK

**SURVIVAL AFTER A DISASTER**



## **CONTINUITY OF OPERATIONS**

Continuing key operations immediately, preventing interruptions when possible | p. 1-2,8

## **COMMUNICATION WITH CUSTOMERS**

Reaching your clients, staff, vendors and other agencies and organizations in the event of an emergency | p. 5,9-11

## **DATA AND EQUIPMENT**

Protecting physical equipment and creating digital backups where possible | p. 6,12

# BUSINESS SURVIVAL AFTER A DISASTER:

## CONTINUITY OF OPERATIONS / BUSINESS CONTINUITY PLANNING

**Making sure that key operations can continue immediately following a disaster, as well as preventing interruptions when possible, is critically important to the survival of your business. This workbook can help you to ask some basic questions and take a closer look at your operations across five key areas:**

Protecting your key tasks, finances & functions  
Protecting your employees & personal preparedness  
Communicating with your customers & supply chain  
Protecting your data, technology, & equipment  
Structural considerations for your building

There are several ways to use this material. You might tackle one of these areas each month, and just spend some time reading through the questions and looking for minor changes that you can make in order to protect your business. You might also pull your team together and spend a day tackling the material all at once. This workbook includes a series of blank worksheets at the end that you might also use to track the information that you need to gather.

There are many resources that you can use to help you through this process. You can turn to fellow business owners, look to resources in the community, or even hire a consultant to take you through a more in-depth planning process. This workbook is intended to be a very basic starting point, recognizing that it is difficult to find the time to engage in a much longer process and that a larger planning process is not always the best option for a small business.



# PROTECTING YOUR KEY TASKS & FUNCTIONS

**What are the important tasks that need to be completed in order to ensure continuous operation of the business?** For example, maintaining an open storefront, ordering supplies, and meeting reporting obligations.

**Who is responsible for those actions?** For example, does the owner or manager undertake the action? An employee or volunteer?

**Are there any specific deadlines associated with this function, how often is it needed, and are any specific supplies and/or equipment needed?** For example, is a particular form or internet access required? Can this function be performed remotely if need be?

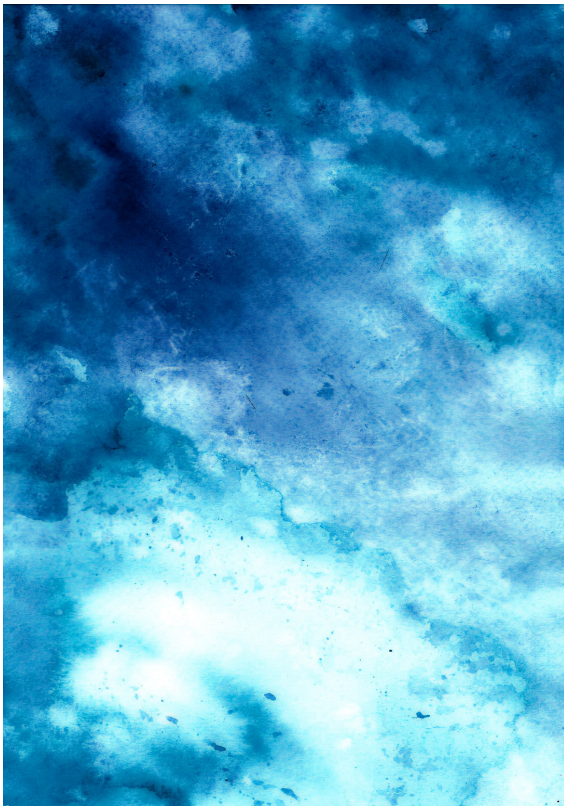
**Are there particular functions that your business can perform following a disaster to assist with disaster recovery?** For example, can you assist with restoration or repair work? Could these functions be a new revenue stream if you are unable to function as you would normally?

If key tasks, such as sales or manufacturing are tied to a specific site: Are your facilities and buildings protected from natural hazards? Are you at risk from flooding or high winds? Are you impacted by boil water orders?



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# PROTECTING YOUR FINANCES



**Also interested in managing water on your residential property?** Visit our website ([www.waterworksnola.com](http://www.waterworksnola.com)) to download a free copy of the Joy of Water, an easy guide with step-by-step instructions on projects that help to reduce water pollution and small scale flooding.

**What kinds of accounts are maintained by the businesses? Who is responsible for maintaining the information on these accounts?** For example, bank accounts, credit lines, etc.

**How can accounts be accessed in the event of an emergency?** For example, do local institutions have a state or regional contact? What information/documents need to be available, such as checks or account numbers?

**Who manages payroll? Are employees still paid in the event of a disaster?** Are those policies clearly communicated to all employees? For example, does the payroll vendor have a continuity plan?

**Who will manage accounts in the event of an emergency?** How will they be authorized to make emergency purchases if needed? How can donations and grants be accepted? Does the business owner evacuate with all necessary documentation? Is the accountant still accessible?

**What type of insurance coverage does the business have?** Does it fully cover equipment? Does it cover business interruption? What does it not cover? Having a full understanding of what is and isn't covered is critical.

# PROTECTING YOUR EMPLOYEES & PERSONAL PREPAREDNESS

## KEY CONTACTS - INTERNAL

**Who are the managers, owners and leadership?**

**Are there any employees or key volunteers? Who are those individuals that are critical to the operations of the business?** For example, it will be important for those individuals tasked with key functions to be able to communicate with each other in the event of a disaster.

**What resources are available to the business? Are there any specific skills or resources that business owners, employees or volunteers can provide?** For example, are there employees with prior experience with disaster recovery and/or knowledgeable regarding State and Federal grants? How can they be reached? Are there contacts from other local associations, or even other parts of the country who might provide knowledge and/or other assistance? Is there a local contact that can assist with the location of the key contact? For example, a spouse, family member or friend who might be able to assist with their location?

## PERSONAL PREPAREDNESS

**Where will you evacuate to in case of a hurricane?**

**Do you have funds set aside for gas and lodging?**

For example, could you set aside \$25 each month towards a hurricane fund? Can you stay with friends or family out of town?

**Do you know where all your employees will evacuate to in case of a storm? Can you have a staff meeting at the start of hurricane season to collect everyone's plans?** For example, ask employees if they are setting aside funds for evacuation, if they have access to a car, or if they are registered with the City Assisted Evacuation Plan (<https://www.nola.gov/ready/evacuspots/>)



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# COMMUNICATING WITH YOUR CUSTOMERS & SUPPLY CHAIN

## KEY CONTACTS - EXTERNAL

**Who are the primary clients? Can you reach them in the event of an emergency? Is there a means to continue meeting obligations and/or generating sales remotely?** For example, can you reach your clients to let them know your expected length of shut down?

**Are there any agencies, vendors, or other entities with which you needs to interact in order to ensure continuity of operations?** For example, do you use an accountant or consultants? Are there key contacts for vendors and alternative vendors in the event that the vendors are impacted?

**What resources are available to the business? Are there any specific skills or resources available to the business from external sources?** For example, are there contacts from other parts of the country who might provide knowledge and/or other assistance? Are there agencies or foundations which might offer assistance after a disaster?

## OUT OF STATE CONTACTS

**Is there an out of state contact that can serve as a coordination point for employees and clients?** For example, is there an individual or other business that might be willing to serve as the focal point for employees and clients following a disaster? This individual can help to keep track of where everyone has gone and of their status.



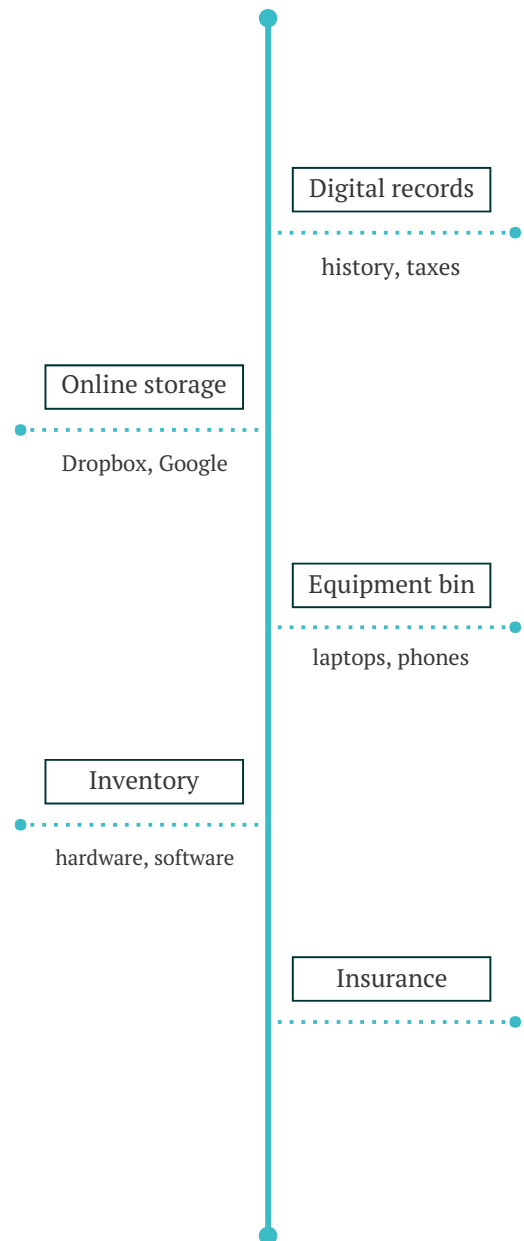
# PROTECTING YOUR DATA, TECHNOLOGY & EQUIPMENT

**Are there any physical records that need to be protected? Can they be digitized?** For example, are there historic records or key documents such as tax filings with the IRS? Can you use Dropbox or Google Docs to store and access backup files remotely?

**Does your business have technology needs to continue functioning? Can laptops be used remotely if needed? Do you know where all your electronic needs are located in case you need to move quickly?** For example, can you organize all technology needed in an easily located plastic bin?

**Are there any electronic records that will need to be protected?** For example, is there a system in place to ensure that information is being backed up in multiple ways? How often does that occur? Who is responsible for that?

**Does the business own any equipment? What information must be kept in order to ensure that equipment can be replaced if it is damaged and/or lost? How will the equipment be protected?** For example, what make/model of computer is being utilized and what kind of software have been purchased? What equipment is removed in the case of an evacuation? Is your equipment insured in case you cannot evacuate with it?



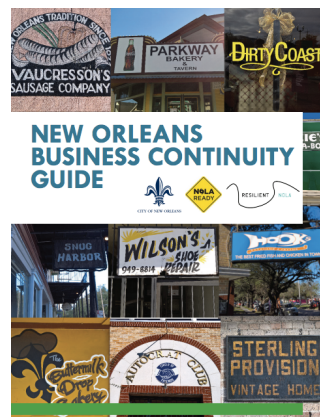
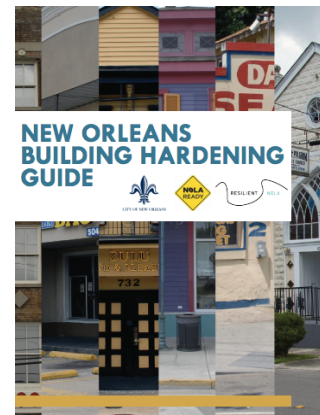
# STRUCTURAL CONSIDERATIONS FOR YOUR BUILDING

This workbook does not cover all the things that you can do to protect your actual structure. There are often small and inexpensive things that you can do to protect the building you use and its contents.

**A good resource for this is the New Orleans Main Street Resiliency Plan Hardening Guide.**

This can be found on-line at:

<https://www.nola.gov/city-planning/major-studies-and-projects/main-street-resilience-plan/>





# KEY TASK OR FUNCTION WORKSHEET

KEY TASK OR FUNCTION: \_\_\_\_\_

BRIEF DESCRIPTION:

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PERFORMED BY: \_\_\_\_\_

ASSISTANCE PROVIDED BY: \_\_\_\_\_

KEY CONTACTS: \_\_\_\_\_

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MINIMUM FREQUENCY REQUIRED: \_\_\_\_\_

RELEVANT DEADLINES: \_\_\_\_\_

EQUIPMENT OR SUPPLIES NEEDED: \_\_\_\_\_

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DATE COMPLETED: \_\_\_\_\_

# KEY CONTACTS (INTERNAL) WORKSHEET

NAME: \_\_\_\_\_

POSITION / ROLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

PRIMARY PHONE NUMBER: \_\_\_\_\_

SECONDARY PHONE NUMBER: \_\_\_\_\_

PRIMARY EMAIL: \_\_\_\_\_

SECONDARY EMAIL: \_\_\_\_\_

LOCAL EMERGENCY CONTACT: \_\_\_\_\_

RELEVANT SKILLS / RESOURCES:

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DATE COMPLETED: \_\_\_\_\_

# KEY CONTACTS (EXTERNAL) WORKSHEET

NAME: \_\_\_\_\_

COMPANY / INSTITUTION: \_\_\_\_\_

ROLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

PRIMARY PHONE NUMBER: \_\_\_\_\_

SECONDARY PHONE NUMBER: \_\_\_\_\_

PRIMARY EMAIL: \_\_\_\_\_

SECONDARY EMAIL: \_\_\_\_\_

LOCAL EMERGENCY CONTACT: \_\_\_\_\_

ADDITIONAL RESOURCES:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DATE COMPLETED: \_\_\_\_\_

# OUT OF STATE CONTACT WORKSHEET

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

PRIMARY PHONE NUMBER: \_\_\_\_\_

SECONDARY PHONE NUMBER: \_\_\_\_\_

PRIMARY EMAIL: \_\_\_\_\_

SECONDARY EMAIL: \_\_\_\_\_

RELEVANT SKILLS / RESOURCES:

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DATE COMPLETED: \_\_\_\_\_

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# TECHNOLOGY, EQUIPMENT & DATA MANAGEMENT

## EQUIPMENT

ITEM: \_\_\_\_\_

SERIAL NUMBER: \_\_\_\_\_

PURCHASE PRICE: \_\_\_\_\_

DURATION OF WARRANTY: \_\_\_\_\_

CONTACT INFORMATION FOR WARRANTY AND/OR CUSTOMER SUPPORT:

\_\_\_\_\_

VENDOR: \_\_\_\_\_

RELEVANT LICENSES: \_\_\_\_\_

EMERGENCY PROCEDURES: \_\_\_\_\_

\_\_\_\_\_

NOTES:

\_\_\_\_\_

## DATA AND RECORDS

RECORD / DOCUMENT / DATA: \_\_\_\_\_

FUNCTION: \_\_\_\_\_

TYPE OF MEDIA: \_\_\_\_\_

DATE & LOCATION OF BACKUP: \_\_\_\_\_

CAN THIS BE REPLACED OR RECREATED? \_\_\_\_\_

NOTES: \_\_\_\_\_

\_\_\_\_\_

DATE COMPLETED: \_\_\_\_\_

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# FINANCES WORKSHEET

## PAGE ONE

### ACCOUNT INFORMATION

ACCOUNT NAME: \_\_\_\_\_

INSTITUTION: \_\_\_\_\_

ACCOUNT NUMBER: \_\_\_\_\_

LOCAL CONTACT INFORMATION: \_\_\_\_\_

ALTERNATE CONTACT INFORMATION: \_\_\_\_\_

INDIVIDUALS AUTHORIZED TO ACCESS THIS ACCOUNT:  
\_\_\_\_\_  
\_\_\_\_\_

### BILLS / ACCOUNTS PAYABLE PROCEDURES

ACCOUNT NAME: \_\_\_\_\_

INSTITUTION: \_\_\_\_\_

CONTACT INFORMATION: \_\_\_\_\_

ADDITIONAL INFORMATION: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

AMOUNT OWED: \_\_\_\_\_ DATE DUE: \_\_\_\_\_

MUST THIS STILL BE PAID DURING AN EVACUATION? \_\_\_\_\_

INDIVIDUAL RESPONSIBLE: \_\_\_\_\_

CAN PAYMENT BE MADE REMOTELY? \_\_\_\_\_

NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# FINANCES WORKSHEET PAGE TWO

## **PAYROLL PROCEDURES**

INDIVIDUAL RESPONSIBLE: \_\_\_\_\_

PAYROLL OBLIGATIONS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

CAN PAYROLL BE COMPLETED REMOTELY? \_\_\_\_\_

ADDITIONAL NOTES: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## **DONATIONS & GRANTS PROCEDURES**

INDIVIDUAL RESPONSIBLE: \_\_\_\_\_

WILL YOU BE ABLE TO ACCEPT CHECKS? \_\_\_\_\_

CREDIT CARDS? \_\_\_\_\_

PROCEDURE FOR PROVIDING RECEIPTS: \_\_\_\_\_

PROCEDURE FOR DEPOSIT: \_\_\_\_\_

\_\_\_\_\_

DOCUMENTATION TO BE MAINTAINED: \_\_\_\_\_

\_\_\_\_\_

NOTES: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

DATE COMPLETED: \_\_\_\_\_