Business Continuity Planning

If an animal disease emergency occurred in your area, how would it affect your business?

What if your business was located within the control zone, how would customers or suppliers reach your business? How would that affect your financial bottom line?

Are you prepared to handle the financial and mental impacts a disaster could have on your business or employees?

Business Continuity and Animal Disease Emergencies

Business continuity plans involve preparedness efforts and activities to help keep employees safe and businesses running during and after times of crisis and reduce the impact of the situation. Here are some basic planning elements.

Risk Analysis
- Identify vulnerabilities, impacts, and consequences of a disaster to your business
- Consider the impact on your staff, facilities, assets, any disruption of supplies, reduced availability of contractors, or interruption of basic services such as mail or transportation

Plan Development
- Establish a team to develop the business continuity plan; involve employees from all levels of the company in emergency planning
- Identify essential areas of your business that will need to maintained during an event, such as payroll, accounting, financial decision making; include products, services, operations, and suppliers critical for operation
- Establish roles and responsibilities of employees during a disaster situation (e.g., who will manage resources; make decisions; contact employees or contractors); health and safety issues for employees and their families is a priority
- Establish an alternate facility for operations in the event of evacuation or restriction to your business

Establish Communication Procedures
- Create a contact list of employees, contractors, and suppliers
- Establish a communication strategy to alert these individuals of a disaster situation affecting your business

Employee Training
- Educate employees about the continuity plan
- Inform employees how they will be notified in the event of a disaster
- Have employees develop a personal disaster readiness plan for their families and home

Community Involvement
- Determine how your company could help in response and recovery for the community
- Discuss your business capabilities with local and state officials

Recovery
Recovery planning should address issues following the event, such as continuity of management, employee support (e.g., mental health issues) as well as damage assessments, resuming operations, and insurance.

For More Information
Ready Business
www.ready.gov/business/index.html
Emergency Management Guide for Business and Industry
http://www.fema.gov/business/guide/index.shtm
Business Executives for National Security
www.bens.org/mis_support/Getting-Ready.pdf

Reference: Small Business Administration and Federal Emergency Management Agency (FEMA)

Reports indicate that of the small businesses impacted by a major disaster
43% never reopen
Of those that do reopen, 29% close within 2 years

Business Continuity Plans can help a company prepare for and reduce the impact of a disaster

It has been estimated, for every $1 spent on planning, $7 can be saved from disaster losses