

1. Create an emergency response communication plan.

Keep a list of your key contacts, both internal and external, with all the rest of your emergency preparedness documents so that everything is in one place when you need it.

Name	Role/Team	Phone Number	Email Address	Emergency/ Backup Contact	Phone Number	Email Address
e.g., Miriam James	Bookkeeper	415-555-1212	mjames1@company.co	Richard Snowth	510-555-1212	ricsnowth@company.co

Internal Contacts

For example:

- Employees
- Support (tech, payroll, etc.)
- Office manager
- Business partners

External Contacts

For example:

- Key customers
- Vendors
- Suppliers
- Accountant
- Banking representatives
- External partnerships
- Site visitors
- Regulatory agencies

2. Perform a quick Business Impact Analysis.

A Business Impact Analysis helps you determine and evaluate the consequences of interruptions to your business and its activities. List your critical business activities in order of importance.

Ranking	Critical Business Activity	Downtime	Operational Impact	Customer Impact	Financial Impact
	e.g., Store location closed	60 days	Loss of sales revenue	Customers can't shop in our store	\$1,000/day x 60 days = \$60,000
1					
2					
3					
4					
5					
6					
7					
8					
9					

Critical Business Activity

Identify critical business processes needed for business to function. For example:

- Sales operations
- Inventory
- Payroll processing
- Store closing

Downtime

Run through scenarios using various lengths of disruption. For example, does the impact on your business change over:

- 14 days
- 30 days
- 45 days
- 60 days

Operational Impacts

Estimate the impact on your daily operations. For example:

- Lost sales revenue
- Decreased cash flow
- Increased expenses
- Employee health, safety, & morale

Customer Impacts

Look at the impact to your customers. For example:

- Cannot pick-up purchased items
- Sensitive data is at risk
- Cannot return items

Financial Impacts

Quantify the operational impacts in financial terms



3. Develop your continuity plans.

Risk management is a process to identify, control, and minimize the impact of unplanned events on your business operations. Use the below to identify the key elements of your continuity plan.

Ranking	Critical Business Activity	Existing Measures	Alternative Measures	Person Responsible
	e.g., Store location closed	Push more people to our website via email blasts	Use social channels to drive traffic to your webstore	Alex Lee
1				
2				
3				
4				
5				
6				
7				
8				
9				

Critical Business Activity

Copy the activities from the previous worksheet into this column.

Existing Measures

Write down the things you're already doing to prevent, control, or manage the risk that the critical business activity fails.

Alternative Measures

Brainstorm additional procedures, resource needs, and logistics to avoid, or at least manage, the risk of failure.

Person Responsible

Identify a leader to analyze and implement the alternative measures.