



WELLINGTON REGION
EMERGENCY MANAGEMENT

OFFICE

IT'S EASY

Get prepared
for an emergency

Prepared Businesses Edition



Prepared businesses

Running a small or medium-sized business or community organisation keeps you busy. Planning for a disruption, whether a major earthquake or a minor power cut, is something you know you need to do, but may struggle to find the time to complete. **It's Easy: Prepared Businesses** is designed for businesses and community organisations like yours.

This guide will help you identify the actions required to help keep your organisation from failing when something unfortunate occurs. We have taken the essential elements from traditional business continuity planning and cut out the fancy language and complex planning to make it quick and easy.

Part of this process involves practicing and reviewing your plan from time to time to make sure your expectations are in line with reality, and understood by the rest of your team.

Your staff will have valuable ideas, so make sure you include them as you develop your plan. They will have a better understanding of their role in getting the business back on its feet as soon as possible after a disruption.

If you feel you require further assistance with business continuity, we recommend you contact a private consultant.

Community organisations

Your organisation provides essential support and services in the community. Completing the steps in this guide will help ensure your organisation is able to continue supporting those who rely on you when they need it most. Consider how your organisation's role might change during an emergency.

Get your key staff together and work through this guide.

Complete the 12 easy steps to ensure your business or organisation is prepared to get through a disruption. **Use this guide to complete the business continuity plan template available on our website.**

Each step will ask you a series of questions to help you understand your specific situation. Complete the actions and record the information in the electronic document. Save this to multiple locations that you can access from anywhere.

The situations and requirements for your business will be unique, so some of the prompts in this guide may not match your needs. Consider and record what matters to your business.



When you see this icon, use the questions to brainstorm about your business.



When you see this icon, record the information in the electronic document.



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Download our template here
www.getprepared.org.nz/businesses



Download the electronic document to complete this guide
www.getprepared.org.nz/businesses

STEP 1

Core products and/or services

There are a few key products and/or services which are fundamental to the survival of your business. Get some key staff together and identify the core products and/or services that will help keep your business operating.

- What is your business about?
 - What are your products and/or services?
 - Which of these are critical to maintaining essential contracts or customer relationships?
 - What products and/or services could you stop delivering and still continue as a functioning business?

✓ Prioritise the three most important products or services needed to keep your business operating.

STEP 2

Essential roles and skill sets

There are tasks in your business that are fundamental to the delivery of the core products and/or services identified in Step 1. Identify these tasks and who has the ability to perform them.

- What are the tasks essential for delivering your core products and/or services?
 - Are there any tasks that require specialist skills, qualifications or licences?
 - Do any of these tasks rely on a single person?
 - Can others from inside or outside the business step in to complete these tasks?
 - Are there any business processes that require authority – such as financial delegation?

✓ Identify the tasks essential to delivering your core products and/or services and the people capable of carrying out those tasks.

Resilience Indicators



Resilient organisations

Some organisations are able to not only survive, but to thrive in the face of adversity. Resilience is not just about getting through crises, truly resilient organisations have the foresight and situational awareness to prevent potential crises emerging, and the ability to turn crises into a source of strategic opportunity.

Researchers in Christchurch have found that the most important factor in the survival of your business after an emergency is the quality of the relationships you have with your staff, customers and suppliers.

For more information visit www.resorgs.org.nz

STEP 3 Essential equipment

Identify the tools, equipment, and computer software needed to deliver your core products and/or services.

- Can you get replacement equipment from a local store? Can you borrow or hire from another source?
- Is there other equipment that could be used instead?
- Do you rely on any specialist equipment? Is it easily replaced? How long could it take to get a replacement?

✓ Identify equipment essential to delivering your core products and/or services and the options for getting replacement equipment.

Single points of failure

If you identify key personnel, equipment or supplies without alternatives, these are risks you need to address. What can you do to minimise these?

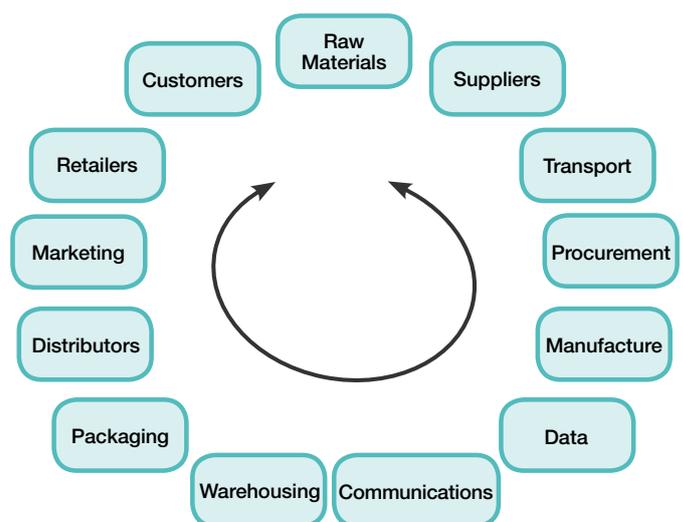
- Consider cross training members of your team to provide backup for different roles.
- Ask your suppliers about their Business Continuity Plans. This might help you choose which supplier you use.

STEP 4 Essential supplies

Identify the resources and supplies needed to create and deliver your core products and/or services.

- What are the resources required to develop your core products and/or services?
- Who supplies those resources?
- Are there alternative suppliers who can provide the same resources?
- Are there alternative products that could be substituted into your processes?
- Do any supplies take a long time to arrive?

✓ Identify essential supplies and alternative supply options.



Consider these components in the context of your business.

STEP 5 Relocation options

Your business might be required to move to another location to continue operations, even just for a short time.

-  Is the location of your business critical? If so, why?
- Could your business run from another location?
- Could you share premises alongside similar organisations?
- Could you work from home, or would a short term lease be an option?
- How would you go about relocating your business if you needed to?
- Are relocation options accessible for people with physical impairments?

✓ Identify some possible options where you could relocate your business. Note any advantages and disadvantages associated with each option.

Are your premises in an earthquake prone building, at risk of flood or other hazard? What can you do to mitigate the risk? Feel free to call your local Council offices to check if you have concerns.

Growth from adversity

Although a disruption could be a serious threat to your business, it should also be viewed as an opportunity to innovate or collaborate. Consider how your business could grow from the experience.

STEP 6 Insurances

There are various forms of business insurance that will help improve the chances of your organisation's survival in the event of a disruption. Some examples of insurances you may want to consider are:

- business interruption insurance
- income protection insurance
- public liability insurance
- contents insurance
- life insurance.

✓ We suggest you speak with your insurance broker to better understand what is available and what applies to your needs.

During a disruption, after taking everything into consideration, it may be worth completely closing your business down for a while to prevent a greater financial loss. Make sure you have sufficient funds and insurance cover to be able to do this.

Tailor your policies

Insurance cover is important, but it has its limitations. In Christchurch, many businesses put too much effort into managing their claim while neglecting the changing needs of their business. Make sure you understand the risks specific to your business as well as those of a community-wide event. Policies need to be designed to suit your specific needs.

STEP 7

Delegation of authority

If the owner or manager is unable to run the business and make key decisions, someone needs to be able to step into their role. They will need to have access to a range of potentially sensitive business information.



- Who can make strategic decisions, order supplies, pay staff and bills, update your website, etc.?
- Is there an assistant manager, team leader, or family member who could step in? Make these decisions in advance and ensure everyone understands.



Identify one or two individuals who you trust to run the business in your absence.



- Have a conversation with them to ensure expectations are set, and make sure they can access backup information and have all relevant copies.
- This person might require a power of attorney to operate your business on your behalf. We suggest you seek advice from a lawyer.



Go to www.getprepared.org.nz/businesses to download a Sensitive Business Information Register. Use this document to record information so that the authorised people can run the business in your absence.

STEP 8

Contact details

Keep all the contact details for your critical stakeholders in one accessible location. Record contact details for all the people you have identified in your business continuity plan. This should include:

- all staff
- key customers (medium to large scale customers that are dependent on your products or services to operate their business)
- key suppliers and providers (suppliers that provide your business the core products or services that are essential for you to deliver items in Step 1)
- providers of alternate options (include contact details of all the alternate options from steps 2-5 – skilled workers, tools and equipment, resources, locations for operations)
- relocation options
- insurance providers
- those with delegated authority
- utility providers.

Keep everyone informed

During a disruption, advise all your staff of what is going on as soon as possible, and when they are required back at work. Keep your customers aware of your status if they rely on your products or services.

STEP 9 Back up your business records

It is important to have processes in place to back up your records.

-  What records do you need to back up? This could include customer records, accounts, emails etc.
- Do you depend on a cabinet of paper records? How will your business continue if you lose access to that cabinet? If your computer crashes, can you still access your data from somewhere else?

Ensure you back up your records on a regular basis.

Consider off-site back-ups, such as online storage in the cloud, a portable hard drive that is taken home every day, or professional backup services.

- ✓ Identify your methods for backing up your business records. Include any login details and passwords in the Sensitive Business Information Register from Step 7.

In Christchurch...

In Christchurch, many businesses kept their data backed up on a portable hard drive. Unfortunately, these were often left in the same building as the main computer and were inaccessible after the quake.

STEP 10 Save this plan

It is important that this plan is available to all critical staff, and is accessible in as many ways as possible.

- ✓ Save your Business Continuity Plan in multiple locations that can be accessed in different ways.
 - Save a copy on your computer.
 - Print a hard copy and keep it in an appropriate, accessible location.
 - Store a copy online. There are a range of free online storage services available. Common providers include Google Drive, iCloud, and DropBox, which can synchronise with the information held on your computer, so you always have an up-to-date copy accessible from any computer or smartphone with internet access. Determine which service best meets your needs.
 - Email the PDF to key staff members and encourage them to save it somewhere offline.
 - Save a copy on your smartphone so you have an offline copy when you are out and about – there are a variety of applications which can provide this, such as Google Drive, iCloud and DropBox.

Managing revisions

Whenever you update this plan make sure you update all saved copies and inform staff of any changes.

STEP

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Emergency preparedness planning

Your business is likely to recover faster if your staff are prepared at home and at work. In an emergency event, it is natural to expect that the first priority of your staff will be checking on the wellbeing of their family members. Encouraging household preparedness will help to improve everyone's safety, ease concerns, and make it easier for your staff to be able to return to work.

At work

Make sure all staff are aware of the emergency procedures for your premises, for example, earthquake procedures, locations of fire exits, evacuation and assembly points, and emergency supplies. Remember to include anything specific to your workplace and encourage staff to have getaway kits. Ensure procedures are appropriate for people with physical impairments.

At home

It's Easy: Prepared Households and **Prepared Neighbours** editions are simple guides to help your staff and their families get ready for an emergency. Download these from www.getprepared.org.nz or contact wremo@gw.govt.nz to get copies for your staff.

STEP

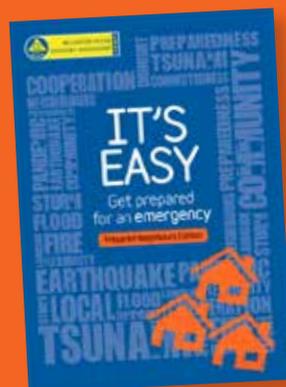
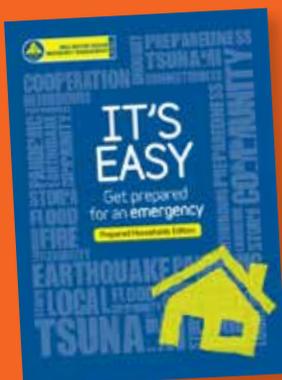
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Practice the plan

It is important that everyone in the organisation understands the business continuity plan and their role during a disruption. **The best way to ensure that staff remember the plan is to practice it!**

- Develop a scenario and schedule a date to practice this plan.
- Practice how your business would run without **key management staff**.
- After exercising the plan, review it with your staff. What went well? What needs improvement? Make any necessary adjustments to your procedures, update the plan, and set a date for the next exercise or discussion.
- Also remember to regularly practice your emergency procedures, such as fire evacuation and earthquake response.

A flexible and adaptable mindset is key during any type of disruption.



It's Easy: Prepared Households

is a step-by-step guide to help you understand some of our main hazards, and prepare yourself and your household for an emergency.

It's Easy: Prepared Neighbours

is a guide to help you connect with the people living around you, and provides an easy framework for planning an emergency response in your street.