

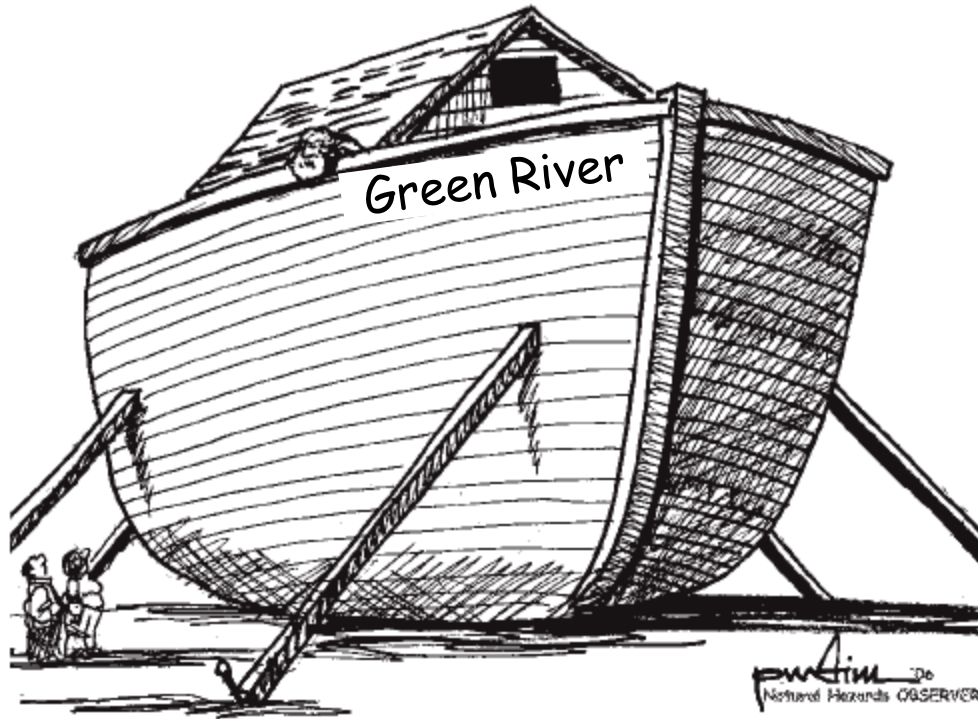
# Business Resiliency 101



*A Roadmap to Business Resiliency*



Washington State  
Emergency Management Division  
[www.emd.wa.gov](http://www.emd.wa.gov)



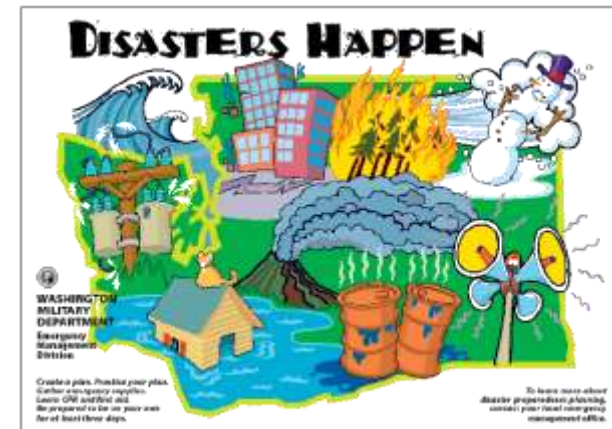
## **Business Resiliency Objective**

*Empower organizations with capabilities to rapidly adapt and transform themselves in response to a spectrum of unexpected events from natural disasters to market driven events.*

## Step 1: Invest In Preparedness

Minimizing worry about an employee's safety and that of their loved ones make for more productive workers.

- ✓ Proactively prepare your employees before a disaster occurs.
- ✓ Provide clear communications for employees and their families during a crisis event.
- ✓ Support your employees and their families as they work to recover post-disaster.



# Preparedness Resources

## Personal/Family Preparedness

*Disasters happen . . . are you prepared?*



*The consequences of disaster are largely preventable.*

One hour of disaster preparedness activity each month will help you be ready for disasters, whenever they occur.

<p>1. Action Plan</p>	<p>2. Out of Area Contact</p>	<p>3. Water</p> <p><b>Video:</b> -Turn off Water -Extra Water Source</p>	<p>4. 72-hour Comfort Kit</p>	<p>5. Important Documents</p>	<p>6. Extended Events</p> <p><b>Video:</b> -Turn off Water -Extra Water Source</p>
<p>7. Under the Bed</p>	<p>8. Utility Safety</p> <p><b>Video:</b> -Water -Electric -Propane</p>	<p>9. Drop, Cover &amp; Hold</p>	<p>10. Fire Safety</p> <p><b>Video:</b> P.A.S.S.</p>	<p>11. Shelter in Place</p> <p><b>Video:</b> SIP</p>	<p>12. Home Hazard Hunt</p>

## Preparedness Resources

### *Business Preparedness*

Economists calculate that every dollar spent on preparing for a disaster saves seven dollars in response.

- ✓ Steps to Comprehensive Preparedness and Planning.
- ✓ Access to information and resources on hazards and threats in Washington.
- ✓ One stop shop training and exercise resources.
- ✓ Planning templates and best practice examples.

Is Your Business Ready?



**Protect the future of your business...**

Steps to Comprehensive  
**Business**  
Preparedness and Planning



**Safe@Work**



# Workplace Safety - Preparation for a Flood

- Plan for safe shut down and evacuation
- Secure chemical stores and operations - prevent releases
- Move or protect equipment, data, and records if possible
- Develop plan for safe cleanup and recovery
- Identify potential hazards and protective equipment needs
- L&I Free Consultation Services Available

## Key Preparedness Resources

### EMD Business Preparedness

- ✓ *Steps to Comprehensive Business Preparedness and Planning*  
<http://www.emd.wa.gov/preparedness/business/12StepstoBCPlanning.shtml>
- ✓ *Safety Meeting Preparedness Topics*  
<http://www.emd.wa.gov/preparedness/business/12StepstoBCPlanning.shtml>

### Personal and Home Preparedness

- ✓ *Prepare in a Year*  
[http://www.emd.wa.gov/preparedness/prepare\\_year.shtml](http://www.emd.wa.gov/preparedness/prepare_year.shtml)
- ✓ *Getting Ready – Home Preparedness*  
[http://www.emd.wa.gov/preparedness/prepare\\_home.shtml](http://www.emd.wa.gov/preparedness/prepare_home.shtml)
- ✓ *Pet Preparedness*  
[http://www.emd.wa.gov/preparedness/prepare\\_pets.shtml](http://www.emd.wa.gov/preparedness/prepare_pets.shtml)

### Neighborhood Preparedness

- ✓ *Map Your Neighborhood*  
<http://www.emd.wa.gov/myn/index.shtml>

## **Step 2: Recognize Risks**

**Acknowledge the risks that could impact your business and plan accordingly.**



## Recognize Risks

**90% of all natural disasters in the US involve flooding.**

Since 1956, Washington State has received 31 Presidential Declarations for flooding events.



## Step 3: Transfer or Reduce Your Risk

Evaluate what risk can be reduced or transferred.

### **Some questions to ask:**

Will water likely enter your building?

Can product be relocated or elevated?

Can suppliers reach you?

If you have product, will your customers be able to reach you or can you ship out product?



- ✓ Order FEMA Disaster Mitigation Guide for Business and Industry (Publication # 190) -- Technical planning information for building owners and industrial facilities on how to reduce the impact of natural disasters and man-made emergencies.

## Invest in Insurance

- **Without insurance the primary form of business disaster relief in the US is a low interest Small Business Administration loan.**
- **Consider business interruption insurance.**
- **As of 7/26/09 new state legislation requires insurer notification on flood insurance.**



## Mitigation/Preparedness Resources

- King County “How to Prepare for a Flood”:  
<http://www.kingcounty.gov/environment/waterandland/flooding/warning-system/prepare.aspx>
- Green River Flooding – Are you Ready? (downloadable brochure)  
<http://www.ci.kent.wa.us/emergencymanagement/index.aspx?id=2636>
- FEMA Information and Guidance on Building Safer:  
[http://www.fema.gov/rebuild/recover/build\\_safer.shtm](http://www.fema.gov/rebuild/recover/build_safer.shtm)
- Office of Insurance Commissioner Education Materials:  
<http://www.insurance.wa.gov/publications/index.shtml>

## **Step 4: Plan and Train For What You Cannot Mitigate....**

Beat the Statistics – Research conducted by the Ad Council found that more than 85% of small businesses understand that emergency preparedness is important, yet only four in ten businesses have a plan to protect their businesses.



# Develop A Business Continuity Plan



- ✓ Why should you invest time in doing a plan?
- ✓ Please use your ballot to VOTE NOW.
- ✓ If the flooding doesn't come, you'll be ready for all types of unexpected events?
- ✓ Think about "Who Depends on YOU...."

## Planning/Training Resources

### EMD Business Planning Resources

- ✓ IBHS Open for Business Toolkit & FEMA's Ready.Gov planning templates

[http://www.emd.wa.gov/preparedness/business/prep\\_business\\_plan.shtml](http://www.emd.wa.gov/preparedness/business/prep_business_plan.shtml)

### Incident Command System (ICS) Online Training

- ✓ FEMA Online courses and certification

<http://www.fema.gov/emergency/nims/NIMSTrainingCourses.shtml>

### EMD Business Training and Exercise Resources

- ✓ Links to the majority of Washington local jurisdiction training programs

[http://www.emd.wa.gov/preparedness/business/prep\\_business\\_trainingandexercise.shtml](http://www.emd.wa.gov/preparedness/business/prep_business_trainingandexercise.shtml)

## Step 5: Establish Multiple Communication Options

The screenshot displays the Washington Military Department Emergency Management Division website. The header includes the department name and a search bar. A navigation menu contains links for Home, Hazards, Preparedness, Disaster Assistance, E911, Grants, and Training & Exercises. A secondary menu includes About Us, News, Job Opportunities, Topics A-Z, and Contact Us. A left sidebar lists various preparedness topics, with 'Businesses' selected. The main content area features a 'RESPOND' section with a video thumbnail and text about business continuity. Below this is a row of resource links: Response Resources, Emergency Contact Information, News Links, NIMS Information, and Additional Resources. At the bottom, there is a section for 'EMERGENCY/DISASTER ALERTS'.

[http://www.emd.wa.gov/preparedness/business/prep\\_business\\_respond.shtml](http://www.emd.wa.gov/preparedness/business/prep_business_respond.shtml)

## Communication Resources

### EMD Business Portal Response Information

- ✓ State Business Liaison contact information  
[http://www.emd.wa.gov/preparedness/business/prep\\_business\\_respond.shtml](http://www.emd.wa.gov/preparedness/business/prep_business_respond.shtml)
- ✓ Local Emergency Operation Center contact information  
[http://www.emd.wa.gov/myn/myn\\_contact\\_info.shtml](http://www.emd.wa.gov/myn/myn_contact_info.shtml)

### Public Information Emergency Response (PIER) Business Information site

- ✓ Web based two way messaging system for media releases/business information  
<http://www.wadisasternews.com/go/maillinglist/1105/>

### WA State Department of Transportation I-5 Corridor Freight System website

- ✓ One stop location for trucker restrictions, rest stops and permit information  
<http://www.wsdot.wa.gov/partners/TIO/>

### NOAA Weather Radio information

- ✓ [http://www.emd.wa.gov/publications/pubed/noaa\\_weather\\_radio.shtml](http://www.emd.wa.gov/publications/pubed/noaa_weather_radio.shtml)

## **Step 6: Advanced Planning**

- 1) Develop partnerships within your local business community. Know partner resources and develop an understanding in advance to share those resources.**
- 2) Partner with local emergency management offices on initiatives that improve business response and recovery coordination.**



**Step #1 – Invest in Preparedness**

**Step #2 – Recognize Risks**

**Step #3 – Transfer or Reduce Your Risk**

**Step #4 – Plan and Train for What you Cannot Mitigate**

**Step #5 – Establish Multiple Communication  
Options**

**Step #6 – Advanced Planning**

**For more information please contact:**

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[http://www.emd.wa.gov/preparedness/prep\\_business.shtml](http://www.emd.wa.gov/preparedness/prep_business.shtml)



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