

Small Business Resilience



Quick Action Guide

Summary

The purpose of this Quick Action Guide is to provide initial response framework to reference during a business disruption. This guide provides direction on how to coordinate response activities that impact all or part of your business's operations, with a focus on protecting people, property, and minimized downtime.

When should we use this Quick Action Guide?

As illustrated below, incidents classified as Critical, High, or Medium may trigger the activation of this Quick Action Guide. It is important to recognize that this document only provides guidance on how to initiate a response.



Low

Impacts are minimal.



Medium

Regional disaster or multiple facilities.



High

Operation-wide impact.



Critical

An incident having great life safety, financial, reputational, or operational impact to the business.

Critical Business Departments and Processes

The following table summarizes key information for people that should be contacted immediately following a significant business disruption. Please include alternatives where available.

Role	Name	Phone	Email

Where should we go?

Depending on the event, choose a meeting location. Account for leadership, employees, and the ability to establish communications.

Rally Location 1	Rally Location 2	Virtual Meeting
Building:	Building:	Phone No:
Room:	Room:	Conference Bridge #:
Address:	Address:	Access Code:
Phone #:	Phone #:	
Virtual Meeting #:	Virtual Meeting #:	

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Before a Business Disruption

The following activities should be considered **prior** to the occurrence of a business disruption.

Disaster Preparedness Task List

Stay informed of impending business disruption event, when possible (e.g. severe weather, civil unrest, etc.).

Assemble a group of employees who represent all of the critical aspects of the business and are responsible for preparing for and responding to business disruptions.

Organize all of your critical documents and information for easy access when needed most.

Identify the possible impacts of any critical resources being down (people, facilities, key third parties, etc.) that could interrupt the business.

Develop continuity or emergency procedures so the site can continue to provide products or services after a disaster (e.g. employees cannot access the building, need a generator, etc.).

Ensure important data or files for decision-making are accessible should you be unable to access the facility.

Maintain updated emergency contact information for employees, vendors, suppliers, customers, and other key contacts.

Maintain emergency supplies for your businesses to address immediate needs, such as if employees are unable to go home. Stay informed of impending business disruption event, when possible (e.g. severe weather, civil unrest, etc.).

Initiate Response

The following activities should be considered **immediately following** the occurrence of a business disruption.

Initial Response Task List

Ensure the employees are safe; determine how to manage the on-going safety of employees.

Notify management team of incident.

Convene management team either at rally point or virtually over a conference or phone call.

Determine incident response priorities and the need to engage third parties or other organizations to respond to the disruption.

Conduct an initial assessment to determine severity of impact.

Prepare a summary report of the incident and assign a single individual to manage the dissemination of information.

Have single individual communicate the findings to employees, operations, and distributors. Communicate guidance and priorities to those impacted.

Notify insurers and other relevant parties (e.g. Legal counsel, partners, etc.).

Gather information and document everything related to the incident. Take photos and preserve any evidence.

Consider impact to business and distributor operations and determine an action plan to mitigate any significant disruptions.