



COVID-19 Response

Business Continuity
Preparedness Plan

Introduction

This packet was designed to help you and your agency implement a proactive and successful response to the COVID-19 pandemic. Use this *Business Continuity Preparedness Plan* as guide to help you with your response.

The goal of this packet is help you form your own emergency response protocols in response to COVID-19. Use the follow checklist to help determine the proper response for your agency.

Key Concepts

1. Establish a Leadership Response Team and set expectations and tone for video-based meetings.
2. Identify “pain” or “pressure” points for your client base.
3. Set up a plan for communication between you, your staff, your partners, and your clients.
4. Determine the most relevant data points for monitoring the situation and for informing your next steps.

Checkbox Planning

Leadership

- Establish a Leadership Response Team for all regions and functions.
- Set expectation level for meetings and productivity while working from home.
- Start every meeting with important updates. This could be key data points, marketing information, etc.
- Determine how information from the meeting will be delegated across your organization and to the appropriate employee.

Communication

Internal Communication

- Establish a communication protocol for you and your employees. (Email, text, Zoom, GoToMeeting, Microsoft Teams, etc.).
- Ensure your leadership has up-to-date employee contact information. (Cell phone number, personal email, etc.).

Client Communication

- Establish a plan for how, when, and why you will be contacting your clients.
- Work with your clients to get feedback for how best you can help them.

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Checkbox Planning

Communication *(cont'd)*

External Communication

- Have a marketing response plan with an identified message for your clients. If needed, designate an identified spokesperson to communicate with the media.
- If you use social media, consider how you could use it as a way to facilitate communications.
- If you have a scheduled content plan, consider how it could be updated to reflect your business continuity preparedness plan.
- Identify key carriers and vendors and what you need to communicate with them while working from home.

Employee Safety

- Constantly provide updates to your clients. This may include travel advisories, COVID-19 updates, or any other pertinent information.
- Work alongside your local public health officials by following their guidelines and precautions.
- If you are not working from home, make sure to implement an Office Sanitation Protocol. For a comprehensive guide on best sanitation practices, refer to www.WHO.int.
- Establish clear guidelines for when employees should work from home. During an outbreak, working remotely is the best way to decrease your chances of getting ill.
- If you end up shutting your office down temporarily, implement a phased approach for when employees return to the office. This will help you test your Office Sanitation Protocol.

Employee Safety (cont'd)

- Provide safety tips to your employees. Best practices can be found at www.WHO.int.
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Managing Your Workload

- Establish priorities in your workload, for both you and your clients.
 - Assess team-based priorities and delegate the workload to the appropriate employee as needed.
 - Check in with your team daily, asking for reports back on what they are currently working on and what they have completed.
 - Ensure that your team has access to your IT department or IT Services while working from home.
 - Take breaks. It can be easy to forget you are working all day when you are working from the comfort of your home.
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Technology

- Set up & test remote access for your employees.

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Technology *(cont'd)*

- Ensure your team has a web-based communication method such as Skype, Microsoft Teams, etc.
 - Use security best practices, such as installing anti-virus or anti-malware applications. Also be sure to sign out of your computer when you are not using it.
 - Test phone systems to be forwarded to employee cell phones, should you need to work remotely.
 - Set up an accessible folder that can be shared across your entire organization for file sharing.
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Questions?

Be sure to visit our website www.OneAgentsAlliance.net/COVID-19 for up-to-date info, tips for you and your agency, and more.