



Disaster Preparedness Business Plan

Make sure employees know their roles

As a small- or medium-sized business, your company may not have an HR department. That means it's important for business owners to make sure their employees are organized, informed, and prepared for a crisis or security breach. Make sure each employee's role is clearly defined, multiple employees are trained for each task, and that your leadership team will be able to provide guidance and encouragement along the way. You should also create a chain of command when it comes to external communications.



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Plan a diverse communication strategy

In the event of a disaster, your customers, colleagues, and audiences will want to know that you're OK. Everything from phone service to power to internet connectivity may be down during extreme circumstances, so it's wise to create an external communications strategy with several options in mind. That means more than just having a plan for social-media, email, and phone communications – although all those things are important. It also means having a list of all your suppliers, vendors, partners, and employees' emergency contacts, complete with information on how to reach them across all those options.



If power or phone service goes down, how will you communicate? Make sure your emergency plan has several options in mind.

Know your coverage

You can't plan for a disaster, but you can plan for the best recovery possible. Make sure you read your company's insurance plans and policies thoroughly to determine which physical disasters and other situations are covered. It's also important to get all your forms and deadlines in order so that the response can be swift after a disaster strikes.



Your company's insurance plans may not cover everything, so make sure to read them thoroughly as part of your disaster preparations.

Practice, practice, practice

You shouldn't execute your disaster-response plans for the very first time during a disaster. Just like a fire drill, your team should simulate these scenarios and go through the process of getting your business back on its feet. As part of the preparation, each of your employees should also work one full day from home to determine whether critical systems run smoothly for remote workers.



Don't forget your bills

It may be the last thing on your mind during a disaster, but your company will still have to pay suppliers and make payroll during tough times. That means ensuring you have access to your financial data, key contacts, and contingency payment options even if your power or internet is down for days.

To avoid adding "pay overdue bills" to your post-disaster recovery list, ensure you have access to financial data, contacts, and payment options