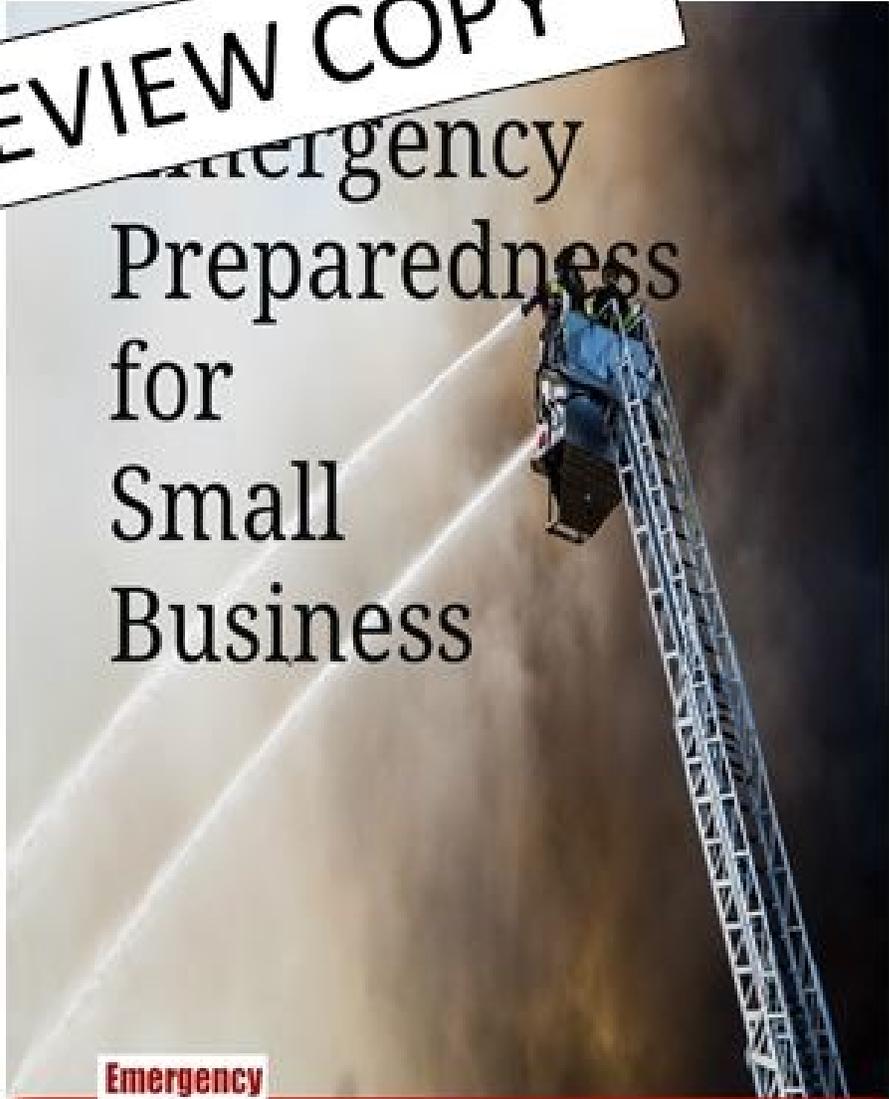


PREVIEW COPY

A photograph of a firefighter on a tall metal ladder, spraying a powerful stream of water from a hose. The background is a dark, smoky fire. The ladder is positioned diagonally from the bottom right towards the top center.

Emergency
Preparedness
for
Small
Business

**Emergency
Plan
Guide**

A Neighborhood Disaster Survival Guide

Virginia S. Nicols & Joseph A. Krueger

From the Preface. . .

This is a different kind of reference book.

First, it spends a fair amount of time addressing the negativity that seems to be associated with this subject. We've run into so much of it – attitudes of avoidance, procrastination, anxiety, guilt . . .!

We put **intimidation** at the top of *our* list. So many business owners we've met tell us they have wanted to address “preparedness” but it seemed so complex they just didn't know where to begin. And they were further put off by industry jargon. A common complaint: “How can I even delegate a process I don't really understand?”

If any of this sounds familiar to you, breathe easier! We are confident that the materials now in your hands will get you past those obstacles.

Of course, as you read, please keep in mind that this material is written to a broad audience. Not everything is applicable to every small or medium-sized firm in every industry. We have tried to cover a few more specifics in the Appendices and others may be covered in our ongoing blog, <https://EmergencyPlanGuide.org>

But in any case, and in our experience, building a survival plan can actually be pretty straightforward if you **boil it down to these three steps**:

1. Identify natural and man-made events that could be threats to the business.
2. Document the business activities that are the primary revenue-producing functions.
3. Figure out how to keep these key activities operating as long as possible or restarted as quickly as possible if a threat materializes.

Of course there's more to it than that, even if you're a solopreneur operating an online business from your laptop at home. But these three steps are at the core of a plan. Using this book and some resources we've included, we think you'll find the plan-building process a lot easier than you might have imagined. You might even find it fun!

Here's another reason that makes our guidebook different. It has been written not by contingency planning experts but by experienced business owners. We've been through a few emergencies ourselves and for us the process of protecting the business is **a commitment to people and communities**, and not to technology or functions.

You could call our approach a "wholistic" one.

Throughout the book you'll find references to the importance of engaging not just your employees but also their family members. Capturing their good ideas and taking steps to implement them. Acknowledging their value to the well-being of the enterprise and of the community.

For us, being safe and secure is primarily a human need, and not just a business goal.

Finally, this is a Step-by-Step, DIY (Do It Yourself) Action Guide. You can read it through cover to cover or you can bookmark pages and skip around. A lot depends on your way of operating and your comfort with the concepts.

Either way, the end result will be a near complete Plan in draft form, ready for review by your legal counsel and a business continuity consultant if your business warrants it.

Personally, I would skim through the book, highlighting areas where I needed clarification, more knowledge or input. Then I would focus on two key chapters . . . Potential Threats and Key Business Activities.

Your plan will be built around these two categories and you will come back to these chapters and the worksheets in the Appendices again and again.

Plus, we have a "secret weapon" or, more accurately, a secret technique, to make your tasks and your decisions easier. We've used this simplistic file folder technique to major advantage in our strategic planning consulting activities over the years. The best thing about it is that it doesn't involve the computer until the final steps of building a plan so there's no real learning curve or new program to master!

We've also used this same simple technique as a basis for writing this book. I hope you too will find it helpful, maybe even a secret weapon to help your staff make other projects more doable.

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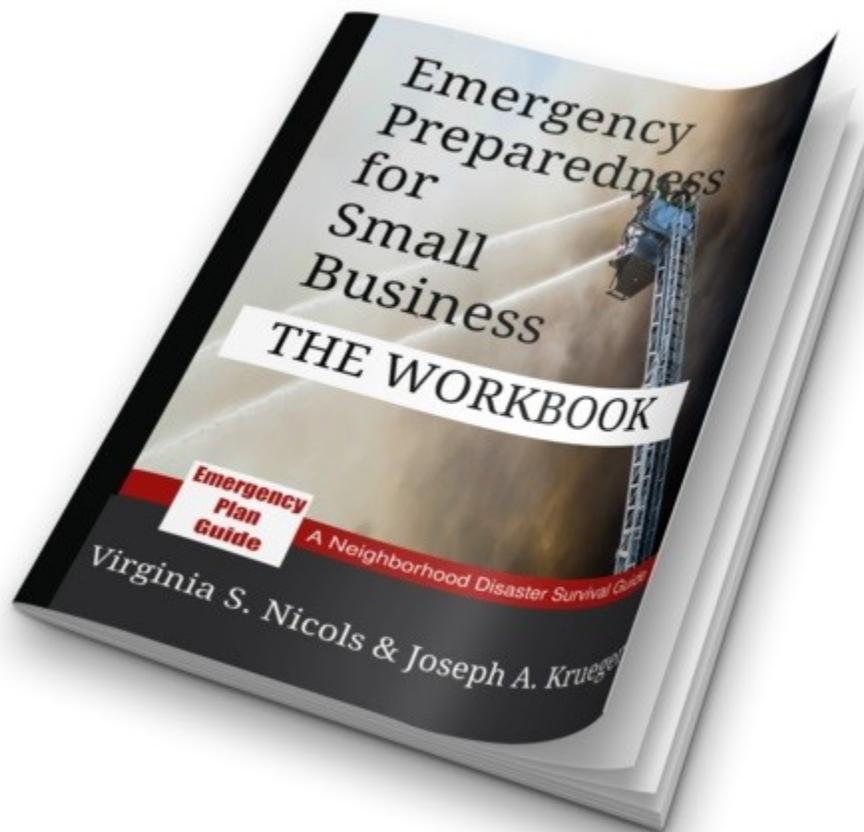
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OPTIONAL Addition to the program -- THE WORKBOOK



We've learned from experience that busy business owners have trouble finding the time to read. For those who are in a hurry, already have a good idea of where they are headed in the contingency plan process, or prefer a more structured approach, consider adding a WORKBOOK as another piece of the package.

Following the same content flow as the book, the full-sized WORKBOOK is laid out as a series of questions, with room for written answers. In completing the answers the business's plan practically builds itself.

*You've reached the end of the Preview. **Emergency Preparedness for Small Business** contains just over 100 pages of text plus another 50 pages of material in the appendix. The 39 pages of **THE WORKBOOK** narrow choices and help set priorities for the business.*