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Corporate Communique . . .

ROBERT DENNEY Associates, Inc.

Management, Marketing, Strategic Planning

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SANDY CONFIRMED THE NEED FOR EMERGENCY PLANS

In addition to wreaking havoc and even tragedy in the lives of millions of people and disrupting the operations of countless businesses and organizations, Hurricane Sandy also confirmed the need for businesses and organizations to have emergency or disaster plans. Unfortunately some did not and others, including even the New York Stock Exchange, learned their plans were inadequate.

There are two types of disasters that require emergency planning:

- impending disasters such as a major storm or flood which can usually be predicted and prepared for
- other disasters such as fires and explosions which occur without warning

Regardless of the type of disaster, pre-planning is essential because, in the midst of an emergency, confusion, lack of time and heightened emotions can cause additional losses.

There are two phases of an emergency plan:

- The first is Emergency Response which addresses the safety of a company's most valuable assets – its employees, property and facilities.
- The second is Business Continuity which addresses the essential operations – including people, equipment, systems, data and technology – so the company can continue to function. Whether at its facilities or off-site.

In each phase of the plan there are *many* steps and initiatives that must be considered. We will mention only three of them:

- Safeguard important documents. Electronic storage or back-up should actually be part of the daily operations.
- Communicate to personnel. There should be a separate emergency hotline for the company to advise all personnel of the status of the situation.
- Communicate to customers and clients. As soon as possible advise them on the status of your operations and how they will be served during the emergency.

Robert Denney Associates Inc. provides strategic management and marketing counsel to professional firms, companies and non-profit organizations throughout the United States. Previous Communiques as well as information about our services may be viewed on our web site.

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