

Ready Your Business



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Get Ready Georgia

✓ *Ready Georgia:*

- Promotes emergency preparedness statewide
- Targets individual, families and businesses
- Localizes and builds on national Ready campaign

✓ Goal: Generate emergency preparedness awareness and action

Is Your Business Ready?

- ✓ Now is the time. Take three simple steps:
 - Prepare: Develop processes and checklists
 - Plan: Create a business continuity plan
 - Stay informed: Learn about emergencies that may impact your business

Plan for Success



✓ Safeguard your business from natural or manmade disasters that can occur without warning

- According to the SBA, small to mid-size businesses are most vulnerable
- A business continuity plan will
 - Protect your employees and bottom line
 - Minimize loss and damages
 - Ensure strong economic development

Ready Resources

✓ *Ready Georgia* offers
“Ready Your Business”



- For small or large organizations, any industry
- Implemented plan helps limit impact from major interruptions that could disrupt normal operations
- 12-Point Program makes planning comprehensive,

easy


Ready Georgia

Prepare. Plan. Stay Informed.

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#1 Create Planning Team

- ✓ Designate a disaster coordinator to activate emergency procedures
- ✓ Identify key business continuity employees
- ✓ Develop chain of command
- ✓ Keep documents updated

#2 Communications

- ✓ Establish options and solutions for a communications plan
- ✓ Maintain reliable communications with
 - employees
 - customers
 - vendors
 - responders

#3 Risks and Hazards

- ✓ Determine priority and procedure for each potential business interruption
- ✓ Assess risks and hazards
- ✓ Evaluate cost of downtime

#4 Internal/External Resources

- ✓ Evaluate each department or area of organization to identify resources and capabilities
- ✓ Identify external resources to the planner and the organization in planning, response and recovery

#5 Vulnerability Assessment

- ✓ Include an all-hazard analysis to identify types of interruption emergencies or events
- ✓ Complete a Vulnerability Assessment worksheet

#6 Essential Business Function

- ✓ Determine each function that generates revenue or is essential to normal business operations
- ✓ Identify which functions must be operating for recovery
- ✓ Recognize the most critical & time-sensitive; analyze cost of downtime

#7 Human Resources: Contacts

- ✓ Review employee information
- ✓ Learn how to best communicate
- ✓ Train and prepare for unexpected events
- ✓ Develop emergency HR procedures, such as teleworking
- ✓ Promote individual and family preparedness in newsletters, on Web site, etc.

#8 Evacuation and Sheltering



- ✓ Determine when to evacuate or shelter in place
- ✓ Communicate that life and safety of employees and customers are #1 priority

#9 Emergency Supplies

- ✓ Prepare facility with necessary supply items in case of an emergency
- ✓ Organize and coordinate supplies by what the organization can provide and what employees should maintain in their work areas

#10 Insurance Coverage

- ✓ May need to rely on an insurance claim to carry you through a disaster
- ✓ Review insurance types, limits and options for necessary recovery

#11 Vital Records

- ✓ Record all documents that are vital to perform essential business functions, necessary to file an insurance claim, or apply for a business recovery loan
- ✓ Examples include financial, contractual, partnerships

#12 Data Protection

- ✓ Develop backup program and offsite storage procedure
- ✓ Establish procedures to safeguard against outside attacks and employee error
- ✓ Protect your business against compromised personal information

Ready Your Business

Supported by

The Georgia Emergency Management Agency

Governor Sonny Perdue

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