

# IS YOUR BUSINESS READY FOR A DISASTER?



As we continue to experience natural disasters with both increasing frequency and intensity, all types of businesses must find ways to reduce risk and disruption.

## DID YOU KNOW?

Following a disaster, 90% of smaller companies fail within a year unless they can resume operations within 5 days.

Approximately 50% of small businesses suffer an even worse fate—never reopening following a disaster.



To avoid that fate, begin preparing for potential disaster well ahead of time.

### Here's a 5-step checklist to start:



1

**Identify** what parts of your business might be vulnerable in different types of disasters.



2

**Create** an emergency plan, practice it, and make sure your employees know what to do if disaster strikes.



3

**Determine** how you'll notify employees, customers, and any other stakeholders during or after an emergency.



4

**Maintain** reliable backups or redundancy for critical power sources, equipment, and supplies.



5

**Ensure** that you have a resilient business continuity plan that gets you operational as quickly as possible.

## LEARN MORE



**Don't leave your business vulnerable in a disaster.**

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