

Improving your Crisis Management and Business Continuity Plans

A business continuity plan, which should be part of your crisis management plan, can help manage these losses more effectively and reduce potential downtime to your business.

Here are a few areas to consider when reviewing your plans:

- **Improve your technology.** You can easily store critical information on a compact disc or jump-drive storage devices. Ship your data to offsite locations or storage facilities located away from coastal areas and flood plains.
- **Practice your crisis management plan.** Know what you need to take with you in an emergency. Locate critical files and equipment in zones where they can be quickly evacuated, along with staff. Assign specific responsibilities to staff members so there is no confusion about who should evacuate records or personnel. Very importantly, have a backup plan in case critical personnel are out at the time of a catastrophe. Identify backup power supplies and evaluate the crisis response capabilities of vendors you use.
- **Protect vital records.** Preserving your records makes it easier to get your organization up and running after an emergency. Vital records include financial and insurance information, personnel and client files, administrative and collections information, and engineering plans and drawings.