

# HAS YOUR BUSINESS PLANNED FOR A DISASTER?

We understand that running a business keeps you very busy. You probably can hardly find the time to create a plan. However, research shows that:

**75%** of companies without Business Continuity Plans (BCP) fail within three years of a disaster<sup>2</sup>

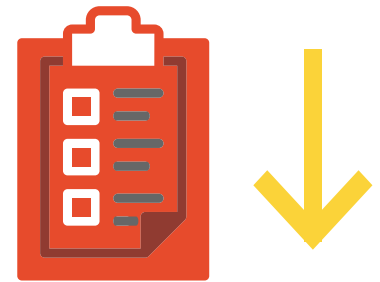
And we are not just talking about Business Continuity Plans (BCP) here which is defined as a strategy that recognises an organisation's risks with steps to ensure that staff and assets are protected and able to function in the event of a disaster. We are also talking about Business Planning in general. Having a plan is an important characteristic of a **resilient business** which is more likely to adapt, survive and thrive even when things go wrong. A BCP also aims to help your business stay open and operate as close to normal as possible during and after a disaster.


## What does it mean to be a resilient business?



## DO YOU KNOW...

*1 in 4 businesses do not survive after a large disaster strikes.<sup>1</sup> There is one way that will ensure you stay in business in the face of any disaster or adversity:*



 You can complete a plan in 12 minutes and immediately put it into action.

**REDUCE RISK, BE READY, RESPOND ACCORDINGLY AND RECOVER QUICKLY FROM ANY DISASTER.**

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Resilient businesses can see emerging potential crises ahead and have the ability to turn them into strategic opportunities. because they have a plan, which identifies hazards to a business and adopts strategies to reduce risks to them before they happen.

Additionally, a small yet resilient business can persevere in the face of adversity through their ability to be flexible and rapid in their response.<sup>2</sup>

According to the Wellington Region Emergency Management, one of the most important factors in the survival of a business after a disaster is the quality of the relationships the business has with their staff, customers, suppliers and your community.

## Your business and your community

Resilient businesses also take into account their significant role in the resilience of their own communities. As proven by research, organisational and community resilience are interconnected. If organisations and businesses are not prepared to respond to emergencies, communities are also not prepared.<sup>3</sup>



# DOWNLOAD THE PLAN NOW



You can complete a plan in 12 minutes and immediately put it into action.



### Endnotes:

<sup>1</sup> Civil Defence Wellington Region Emergency Management Office. (2017). Retrieved February 24, 2017, from Wellington Region Emergency Management website, <http://www.getprepared.org.nz/>

<sup>2</sup> Civil Defence Wellington Region Emergency Management Office. (2017).



Thank you to our funding and content partners



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