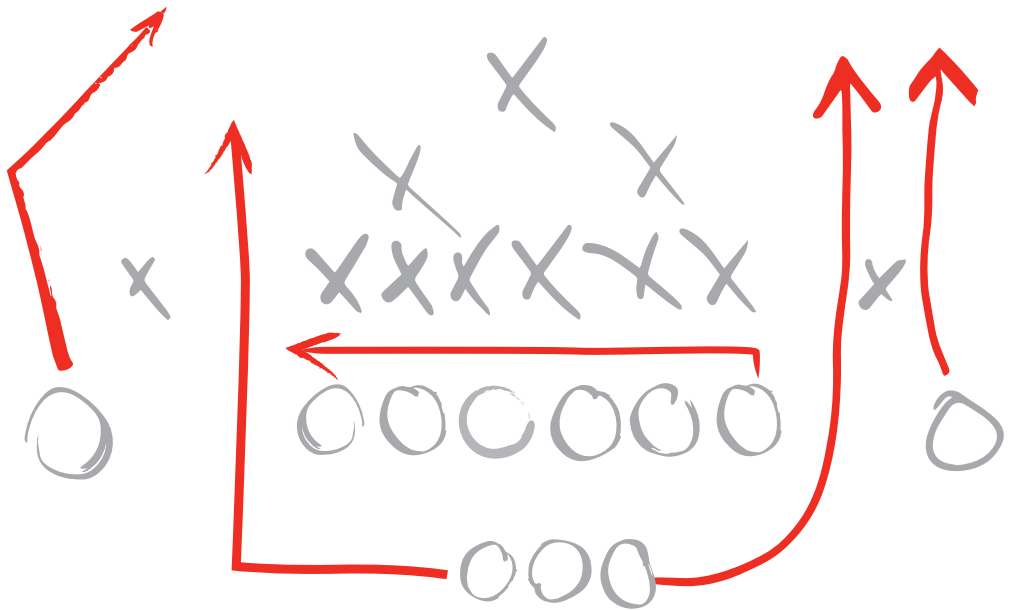




# SMB Prepared Playbook

Emergency Preparedness Tips for Small Business





## Introduction from Coach Gibbs

I've spent much of life coaching football both on the college and professional levels, and one of my primary jobs in that role was to serve as a leader on and off the field. This meant preparing myself, my coaching staff, and my players to go through good times and bad so that we could withstand any challenges we faced, together.

Today, my team is my small business, Joe Gibbs Racing. Now I'm an owner, but I still take my job as a leader of this team just as seriously as I did when I was coaching teams on the football field, and the safety and health of my small business team is of upmost importance.

As small business owners, the challenges we face daily would only be compounded in the event of an emergency. On the field, in business and in life, being prepared for adversity—whether that comes in the form of an opposing team or a natural disaster—is what separates those who simply survive from those who thrive, and teamwork is the only way to achieve success.

Together with FedEx and the American Red Cross, I have assembled a short playbook to help you prepare your small business for disasters. As the coach of your small business 'team,' it's up to you to lead your team to victory.



Best of luck,

A handwritten signature in black ink, which appears to read "Joe Gibbs". The signature is stylized with a large, looping initial "J" and a long, sweeping underline.



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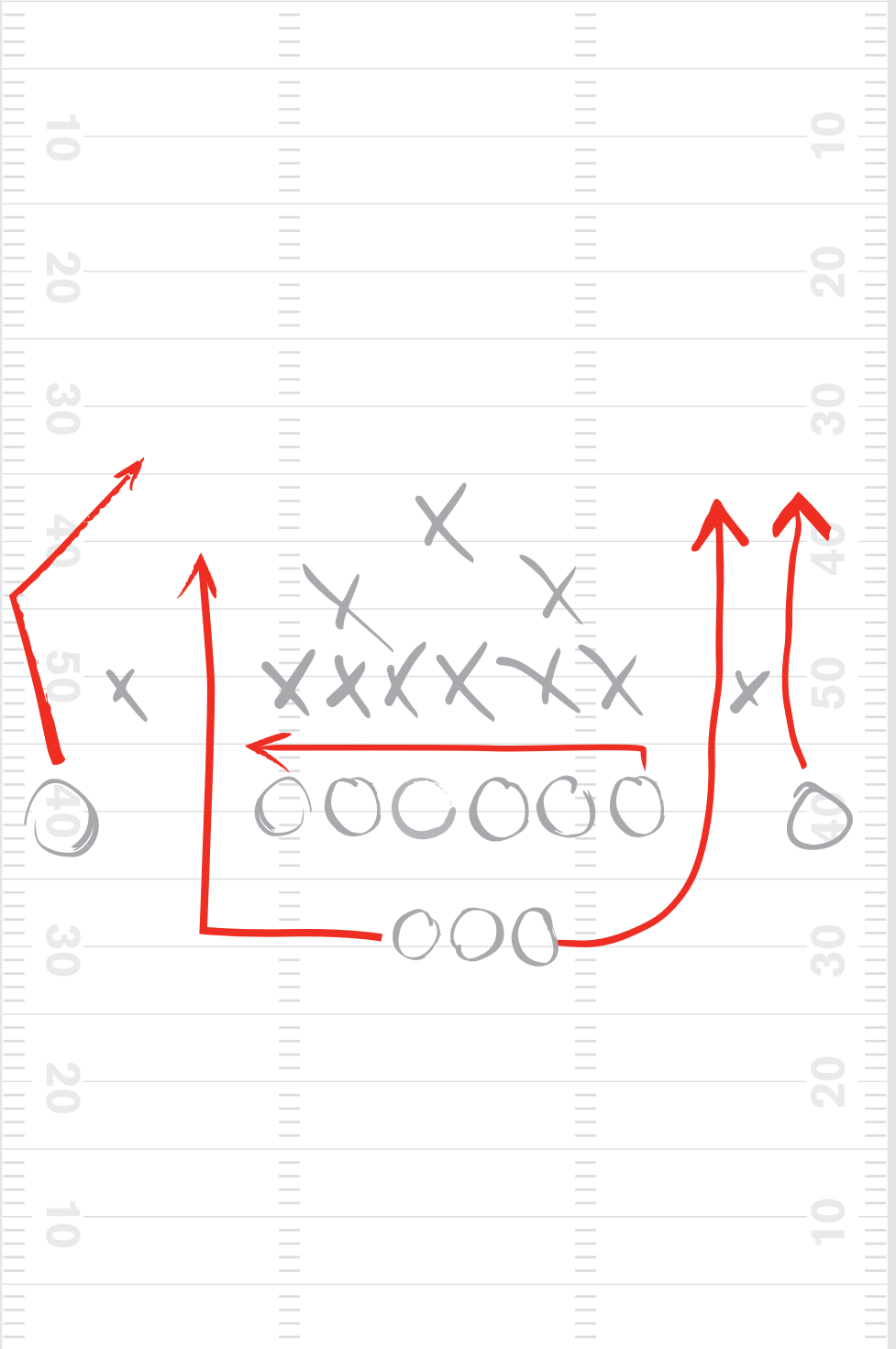
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# 1

## SECTION

# Assessing the Field

Developing an emergency preparedness plan is one of the most important strategic decisions you will make as a small business owner. Consider how a natural, human-caused or public health disaster could affect your employees, customers and workplace. Would business operations continue?

Preparing your small business doesn't have to be time consuming or expensive. In fact, experts say one dollar invested in disaster preparedness may save seven dollars in recovery, and Red Cross' Ready Rating program makes it easy to evaluate the strengths and weaknesses of your business.

The following interactive pages will help you assess your knowledge of disasters and take action to ensure that you and your team are organized and ready.

# Disaster Research

## Know Your Region and the Types of Disasters Most Likely To Have an Impact on Your Business

- **Research:** Find out what emergencies have occurred in the past and what impact these had on other businesses in your area.
- **Assess:** Consider your facility's physical capacity to resist damage and proximity to flood plains, seismic faults, dams, hazardous materials, nuclear power plants and other hazards.

What types of hazards may impact your business? (Fill in)

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- **Take Action:** Consult with your insurance agent and learn what coverage is available and what precautions to take for disasters that may impact your business. Remember, many general policies do not cover earthquake and flood damage.

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# Team Assessment

## Select Captains: Evaluate the Skills and Traits of Your Employees

- **Research:** Are any of your employees particularly calm and collected in times of distress? Which of them are leaders, and which are followers? Are any trained in basic first-aid and CPR techniques? (Don't know? Ask. It is recommended that 10–15 percent of employees are trained.)
- **Assess:** All of your employees are part of your business team, but not all of them may qualify as team captains. By assessing each employee's skills and personality traits, you can begin to select leaders who can champion disaster preparedness and response efforts.
- **Take Action:** Based on your assessment, identify 1–2 employees who can serve as offensive 'captains' to help lead preparedness efforts and 1–2 employees who can serve as defensive 'captains' to help lead response efforts. Meet with them to make sure they are willing to take on the responsibility. Remember that your role as "coach" is to provide support, guidance and resources to the captains.

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# Roster Selection

## Define Each Employee's Role

Once your offensive and defensive team captains are selected, work with them to identify key roles for each of your remaining employees. What can be done to prepare your business for a disaster? If a disaster strikes, what needs to happen to keep your employees, customers, vendors and other stakeholders informed?

- **Assess**

Before a disaster, how many people will it take to:

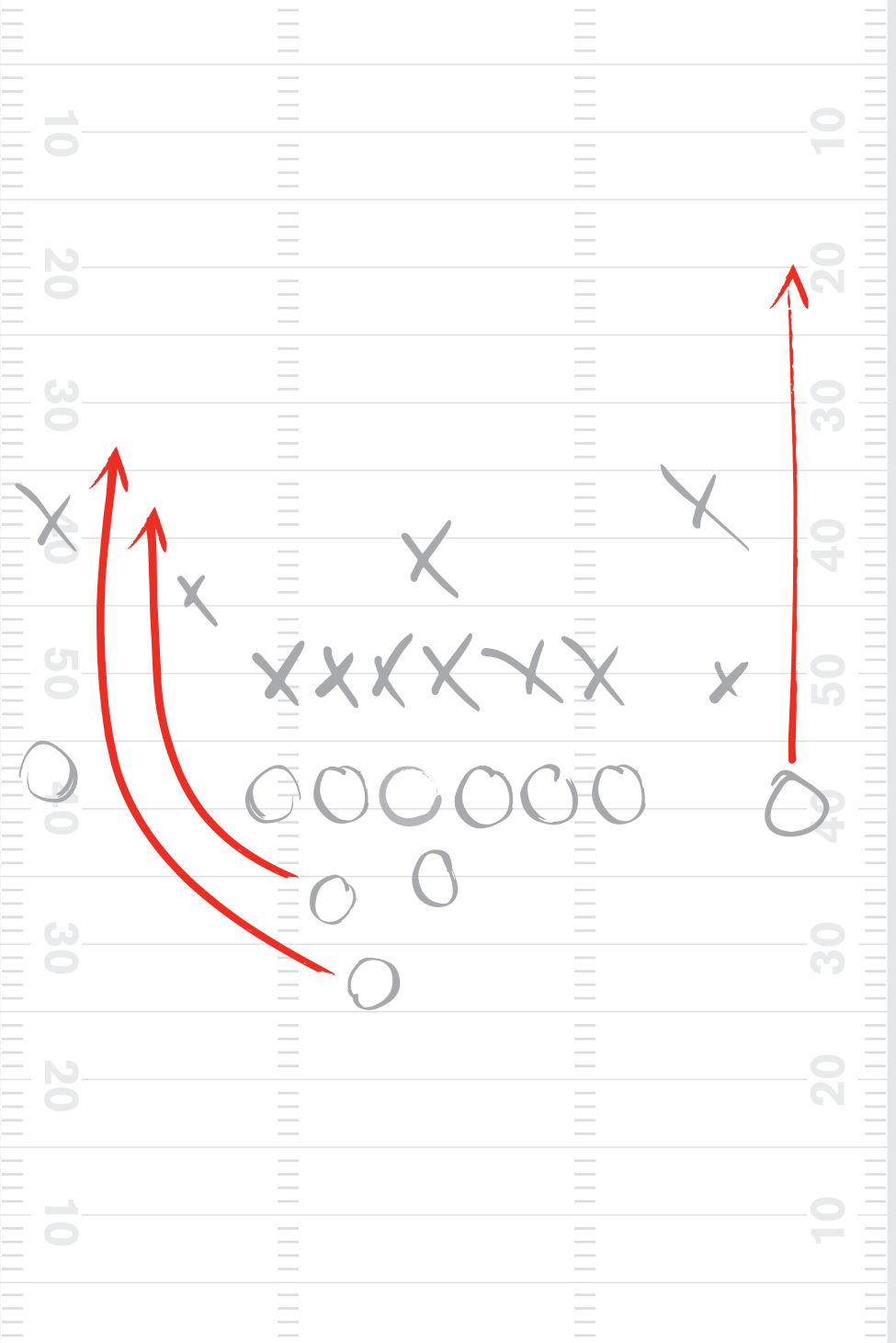
- Put together (or update) a disaster plan
- Organize emergency drills
- Train current employees at least annually as well as new employees as they are hired
- Continuously update emergency contact information and phone trees and VIP lists (See pages 18 and 19)

If a disaster strikes, who will:

- Perform essential business functions
- Check in with all employees to confirm their safety
- Personally inform all customers with active orders/projects of the status of your business
- Check in with your suppliers, vendors and VIPs

- **Take Action:** Meet with your employees to discuss the disaster plans, identify what each person's role will be during and after a disaster. Write down these responsibilities and provide copies to all employees.





# 2

## OFFENSIVE PLAYS

# Preparing Your Team for a Disaster

Once your offensive team captains have been selected and your teams have been identified, it's time to create 'plays' that will help all employees work together before a disaster strikes.

The following pages include a couple of plays to help your team put together a plan for employees and one to help ensure that business operations remain active following a disaster.



# Play Name: COOP

## **Develop a Continuity of Operations Plan (COOP)**

A COOP plan will help keep your business operating as it responds and recovers from the effects of a disaster or emergency situation.

Here's a checklist to help you start developing a COOP:

- ✓ Establish procedures for COOP activation.
- ✓ Identify essential business functions and staff to carry out these functions.
- ✓ Establish agreements and procedures with suppliers, vendors and other businesses critical to daily operations.
- ✓ Create a plan for conducting business if the facility is not accessible.
- ✓ Identify records and documents that must be readily accessible to perform essential functions and set up electronic backup systems so they can be safely stored and retrieved quickly.

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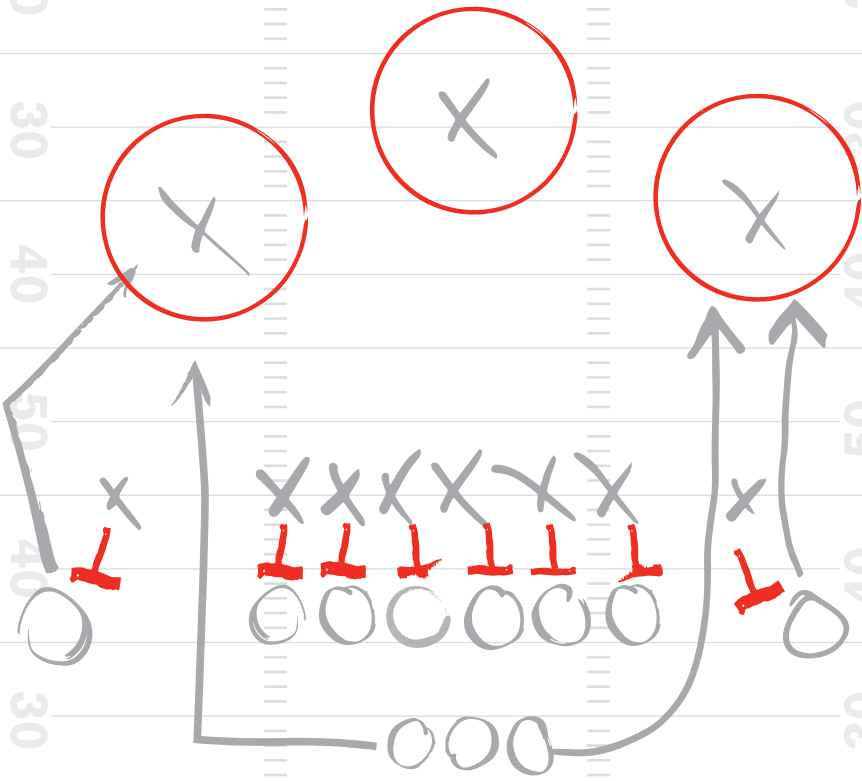
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# 3

## DEFENSIVE PLAYS

# Reacting to a Disaster

Knowing what to do before a disaster strikes is only half the battle. How your team reacts during and after a disaster could have dire consequences to the health of your business.

The following defensive plays will help keep your team organized immediately following a disaster.

# Play Name: Inside-Out

## Communicating With Key Stakeholders

If a disaster happens, communicating with internal stakeholders (employees) and external stakeholders (suppliers, customers, vendors, etc.) will be essential. A simple phone tree can help your internal team stay informed and connected while giving each person a valuable role by making him/her a link in the communication chain.

Compile a list of the following info from each of your team members:

- Home phone
- Cell phone
- In case of emergency contact name and phone number
- Home address
- Email address

Once you have this information, organize it on paper with you at the top, followed by your team captains and spreading out to all of your employees. See an example of how your phone tree might be structured on the facing page.

Don't forget to provide each employee with several copies for reference at work and at home.

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**Owner**

home \_\_\_\_\_  
cell \_\_\_\_\_  
email \_\_\_\_\_  
address \_\_\_\_\_  
emergency contact \_\_\_\_\_  
phone \_\_\_\_\_

**Team Captain 1**

home \_\_\_\_\_  
cell \_\_\_\_\_  
email \_\_\_\_\_  
address \_\_\_\_\_  
emergency contact \_\_\_\_\_  
phone \_\_\_\_\_

**Team Captain 2**

home \_\_\_\_\_  
cell \_\_\_\_\_  
email \_\_\_\_\_  
address \_\_\_\_\_  
emergency contact \_\_\_\_\_  
phone \_\_\_\_\_

**Staff**

home \_\_\_\_\_  
cell \_\_\_\_\_  
email \_\_\_\_\_  
address \_\_\_\_\_  
emergency contact \_\_\_\_\_  
phone \_\_\_\_\_

**Staff**

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**Staff**

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**Staff**

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emergency contact \_\_\_\_\_  
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**Staff**

home \_\_\_\_\_  
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address \_\_\_\_\_  
emergency contact \_\_\_\_\_  
phone \_\_\_\_\_

# Play Name: VIP

## Emergency Contacts

Identify external emergency resources that will provide assistance during or after a disaster or other emergency.

Who will you contact in an emergency? Here are examples of the types of organizations that you may need to contact before, during or after a disaster:

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Local Law Enforcement

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Local American Red Cross Chapter

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State Law Enforcement

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Telephone Company

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Fire Department

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Water Company

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Emergency Medical Services

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Gas Company

### **Local Government Officials**

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Electric Company

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Mayor

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Neighboring Businesses

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State Representative

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Emergency Repair Services

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Senator

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Emergency Cleaning Services

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Local Emergency Management Office

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Property Insurance Company

# Play Name: Stay Social

## Using Social Media to Communicate During and After Disaster

In addition to personal calls and/or emails, your business's social media properties can also be used to update stakeholders on the status of your operations and possible impact on them (i.e. delays, cancellations, business closure, etc.).

It's important to keep the tone of your updates positive and business appropriate. Here is an example:

*"As many of you know, <CITY> was recently struck by <DISASTER>. Unfortunately, our business and many of our employee's homes are located in one of the areas that was hardest hit, which may result in delays in fulfilling customer orders. We truly appreciate your patience during this time."*

If necessary, provide updated/temporary contact information, so that concerned parties are able to reach you or your employees directly with questions even if your office is closed.

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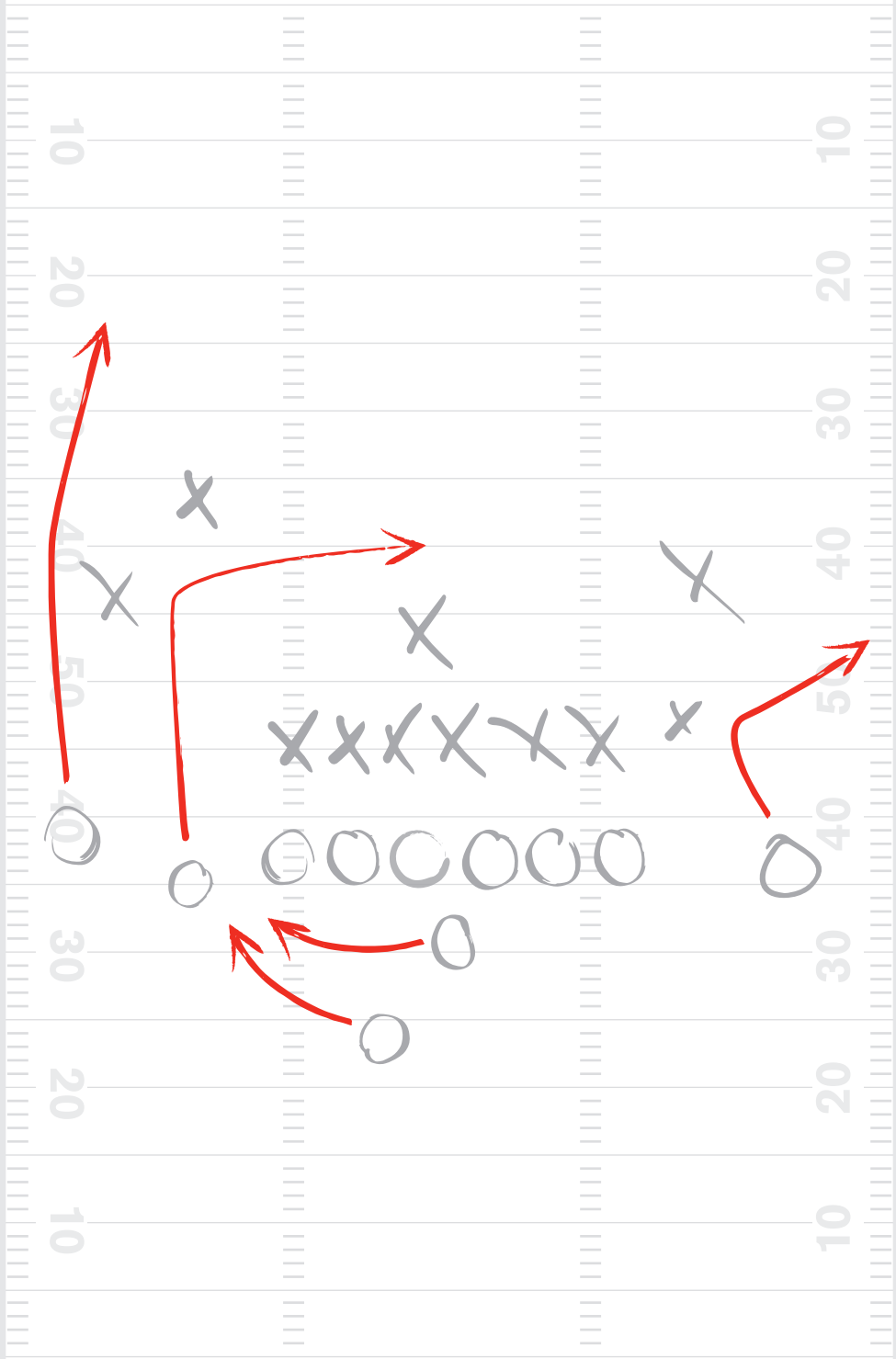
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# 4

## PRACTICE DRILLS

# Making Preparedness a Daily Activity

All winning teams have one thing in common—A commitment to practice. It is not enough to focus on disaster preparedness a couple of times a year, because skills and knowledge can get rusty. Instead, look for ways to make emergency preparedness a normal part of your business operation.

The more your team practices, the more comfortable it will be in responding to an emergency situation in a calm and constructive manner.

The following practice plays can help keep your team sharp and ready for a disaster.











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10 20 30 40 50 60 70 80 90 100

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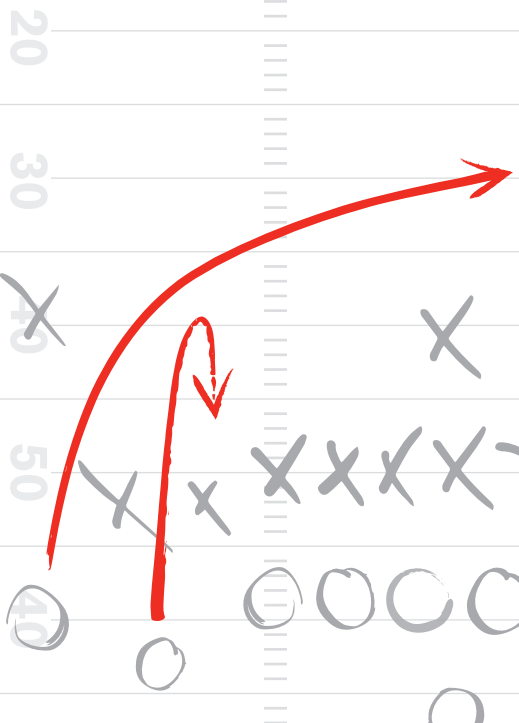
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# 5

## EXPANDING YOUR PLAYBOOK

# Want To Learn More?

The American Red Cross and FedEx have teamed up to help make disaster preparedness a priority. In addition to the plays we've shared in this book, there are lots of resources available to help your business prepare and thrive before, during and after a disaster.

Visit <http://www.readyrating.org/JoinNowFedEx.aspx> to take the Red Cross Ready Rating assessment to find out how prepared your business is for a disaster. While you are there, explore the Resource Center for a variety of information, checklists and guides to help you with your game plan.

And, be sure to go to <http://fedex.com/smallbusiness> to get practical insights and tools to reach your business goals and for exclusive access to small-business offers and discounts designed to help grow your business.



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