

# GETTING AHEAD OF YOUR COVID-19 POST-CRISIS ASSESSMENT

*What Should Your Business Be  
Doing Now?*

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*As we cope day by day with this new paradigm for life and work, businesses will begin to find a new normal.*



*At that point, you will want to reflect on your business' response and reaction to COVID-19.*

# Today's Goals:

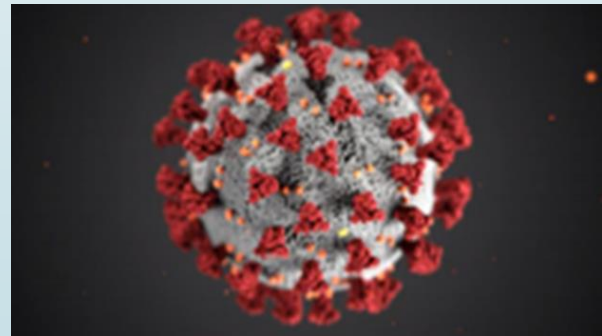
- Review key points to assess your business' response to the COVID-19 pandemic.



- Develop your list of action items to be better prepared the next time such an extraordinary event occurs.

# Why Is This Important Now?

- It's fresh on your mind, and you're living it daily.
- You may not remember the critical details later.



# During an Extraordinary Event....

- Provide for the **safety and well-being** of our families, our employees, and customers at the time of a disaster.
- Identify and continue critical business **operations/services**.
- Minimize the **disruption** to operations.
- Minimize immediate **damages** and losses.
- Facilitate effective **coordination** of the **recovery effort**.

# Key Points for Today

- Be Prepared for the Extraordinary!
  - History repeats itself
- Issues
  - What caught you completely off-guard?
- Employees
  - Processes/procedures to follow

## Key Points (continued)

- Telecommuting
  - Implementation and equipment
- Comparisons to previous events
  - H1N1, SARS, Ebola, natural disasters
- Resources
  - Financial/operational



## Key Points (continued)

- Disaster Response
  - Accountability
- Disaster Recover/Business Resumption Plans
  - How well did they work for this crisis?
- Crisis Communication Plan
  - Timely initiation with current information





# Key Points (continued)



- Social Distancing
  - Implementation/support
- Isolation
  - Virtual activities and emotional support
- Return to Normal Operations
  - Picking up the pieces

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FOR BUSINESS

# Action Items

- **Update** your disaster recovery, business continuity, and crisis communication plans
- **Assess** your business resumption process
- **Update** telecommuting, disaster response, and crisis communication policies and procedures
- **Update** your risk profile and risk mitigation plan



# Action Items (continued)

- **Review** supply chain and supplier diversity arrangements
- **Perform** tabletop exercises
- **Schedule** mock emergency situations to test your plans, systems, and responses
- **Undertake** a scenario planning exercise



# Questions and Comments



# Links to Website and Materials

## ► RAND Strategic Solutions

<https://www.randstrategicsolutions.com/>

## ► Moving forward post COVID-19

<https://www.randstrategicsolutions.com/moving-forward-postcovid19/>

## ► Slide Deck Talking Points

<https://www.randstrategicsolutions.com/downloads/Talking-Points.pdf>