BUSINESS ASSESSMENT TOOL
FOR EMERGENCIES + DISASTERS

PURPOSE: This brochure provides a concise, best-practices approach to assessing the preparedness of your business or organization for an emergency or disaster, and serves as a checklist for critical actions to take for response and recovery from a crisis.

Start NOW!

- Begin with the easiest actions that improve your organization’s preparedness for, response to and recovery from disruptive events.
- Do one (1) action. Do two (2). Do three (3). Do more as you can.
- Do actions in any order you wish.
- As you implement your first action(s), pick up additional actions.

The important thing is to get started!

Each action you complete makes you better prepared and more resilient to bounce back after an emergency or disaster event.

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BUSINESS ASSESSMENT TOOL FOR EMERGENCY AND DISASTER PREPAREDNESS

ACTIONS TAKEN TO PREPARE BEFORE AN EVENT

Actions to improve the resilience of your business against disasters and prevent losses that could affect immediate profitability or long-term viability.

1. Does your organization have a plan for contacting employees to verify their safety and inform them of an incident and the actions to be taken in the event of an emergency?
   - Yes
   - No

2. Does your organization provide training, resources, plans or assistance to employees to help them prepare their families for disasters or emergencies that could affect them?
   - Yes
   - No

3. Does your company maintain a backup copy of its important files or information like financial accounts and records at some location other than the regular place of business?
   - Yes
   - No

4. Does your organization have a written plan for handling workplace emergencies such as a small fire, bomb threat, workplace violence or emergency evacuation?
   - Yes
   - No

5. Does your organization have a Continuity of Operations Plan (COOP) for maintaining operations and recovering from large-scale damage such as a fire, tornado, hurricane or flooding?
   - Yes
   - No

6. Does your organization have a designated preparedness manager, COOP or emergency response coordinator? If so, has that individual received formal training?
   - Designated individual: Yes
   - No
   - Qualiﬁed through training: Yes
   - No

7. Has your organization identiﬁed a route for the emergency evacuation of employees with a rendezvous point or call-in telephone number to account for them after they evacuate?
   - Yes
   - No

8. Has your organization conducted any training sessions for your employees or members in emergency response measures, evacuation or workplace disaster preparedness?
   - Yes
   - No

9. Does your organization have an alternate headquarters or base of operations in the event that you must evacuate your normal workplace for some period of time?
   - Yes
   - No

10. Does your organization coordinate with a partner, with other businesses or with members of a local group for emergency preparedness or COOP planning or training?
    - Yes
    - No
IMMEDIATE ACTIONS TAKEN IN RESPONSE TO AN EVENT

1. Have you accounted for all of your employees, clients, visitors and guests? Are they safe? If not, are medical assistance or emergency services required? Have they been contacted?
   - Yes ☐   No ☐

2. Have the families of your employees been accounted for? Are they safe? What steps can your organization take to assist them in ensuring/restore their families’ immediate safety?
   - Yes ☐   No ☐

3. Are the right executives and personnel informed of the situation and available or enroute to manage the crisis and recover business operations? (Crisis/Emergency Response Team)
   - Yes ☐   No ☐

4. Has the crisis or disaster been stabilized or is the situation continuing to unfold? Have actions been initiated according to your crisis response or Continuity of Operations Plan (COOP)?
   - Yes ☐   No ☐

5. If appropriate, have measures been initiated to ensure the immediate and long-term physical security of key assets, facilities, equipment and resources?
   - Yes ☐   No ☐

6. Has an internal damage assessment been initiated to identify damage to facilities, equipment, IT systems, vital records and business processes? Are the functional managers coordinating a damage assessment for their areas of responsibility?
   - Yes ☐   No ☐

7. Has an external damage assessment been initiated to identify damage to local transportation and communication networks, physical access to facilities and public works and resources, such as water, sewage, electrical power, telecommunications and data systems?
   - Yes ☐   No ☐

8. If required, has your organization initiated a shift of operations to the alternate headquarters or base of operations in the event that you were required to evacuate your normal workplace?
   - Yes ☐   No ☐

9. Have appropriate reports been initiated to local and corporate authorities (e.g., Emergency Operations Center (EOC); corporate offices or regional headquarters; other civil authorities)?
   - Yes ☐   No ☐

10. Has your Public Information Officer (PIO) or designated representative begun developing a report or statement to local media and press? Is the PIO communicating with organization leadership? Has a Crisis Communications Plan been instituted and initiated?
    - Yes ☐   No ☐

The actions listed on these pages represent business continuity best practices found in numerous texts and online sources. They are intended as guidelines only.
RECOMMENDED ACTIONS TO RECOVER BUSINESS OPERATIONS AFTER THE EVENT

1. Have all key personnel necessary for the resumption of business functions reported back to work? Have provisions been initiated or made for replacement of those who have not or cannot?
   - Yes  
   - No

2. In the event of fatalities or serious injuries, have Crisis Intervention Teams or counselors been engaged to assist affected employees, their families and members of the organization?
   - Yes  
   - No

3. Are the longer-term needs of affected families being addressed (e.g., volunteer day care; temporary shelter, clothing, staples and food; transportation to or from work)?
   - Yes  
   - No

4. Have the organization’s insurance agents been on site and have claims been initiated? Has disaster unemployment insurance been initiated for those employees requiring it?
   - Yes  
   - No

5. Has an ongoing liaison been established with local elected officials and organizations such as the Chamber of Commerce and Economic Development Council?
   - Yes  
   - No

6. Have appropriate contacts been made to permitting agencies responsible for issuing permits for debris clearance, electrical power restoration, building inspection and access?
   - Yes  
   - No

7. Has a liaison been established with other local affected businesses to receive or contribute assistance as appropriate? Have similar requests been initiated of corporate headquarters?
   - Yes  
   - No

8. If the region received a State or Federal disaster declaration, has a liaison been established with appropriate government authorities (in particular, FEMA) and claims initiated?
   - Yes  
   - No

9. If activated, is the alternate headquarters or Continuity of Operations Plan (COOP) site proving adequate for immediate and long-term sustainment of business operations? Are additional resources or facilities required?
   - Yes  
   - No

10. Have core business functions been restored in accordance with the organization’s emergency response or COOP? Have all core functions been restored?
    - Yes  
    - No

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Within the last five (5) years, has your business or organization experienced an incident that caused a loss of work, damages to assets or an interruption in normal operations? If you have not had an incident, has your organization conducted or participated in a disaster exercise based on a scenario that resulted in simulated casualties like those described above?

☐ Yes  ☐ No

Has your organization conducted or participated in a formal risk assessment to identify the vulnerabilities, hazards and threats to the continued operations and long-term viability of your organization or business? If so, was the assessment conducted by one of the following:

a. A professional organization or individual contracted to conduct the assessment?
b. An individual on your staff designated as the crisis manager or disaster coordinator?
c. A team comprised of senior members from functional elements of your organization?

☐ Yes  ☐ No

Risk is often defined as “the likelihood that an adverse event may occur and the impact if it does” and is sometimes described by the “equation”

\[
\text{RISK} = \text{PROBABILITY OF OCCURRENCE} \times \text{CONSEQUENCE}
\]

Using the Risk Assessment Worksheet on the next page, rate the risks posed to continuity of operations, profitability or survival of your organization or business.

Based on your responses to the above questions and the scores from the Risk Assessment Worksheet, how would you prioritize your organization’s preparedness for a disaster or emergency? Where should you put your resources (time, talent, attention and funding) to improve your organization’s resilience?

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### RISK ASSESSMENT WORKSHEET

Based on a scale of 1 (low) to 4 (high), calculate the risks to your organization and tally the results in the boxes to the right. NOTE: Total scores can range from a low of 22 (1 x 1 x 22) to a high of 352 (4 x 4 x 22). Your total score should give you a good sense of the relative risk your entire organization faces on a daily basis. HOWEVER, the point is to use the box scores to identify the individual vulnerabilities you have (the 4 x 4s) and prioritize your preparedness actions based on those points of vulnerability.

<table>
<thead>
<tr>
<th>CIRCLE THE VALUE THAT APPLIES</th>
<th>PROBABILITY x CONSEQUENCE = RELATIVE RISK</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Fire on your property.</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>b. Fire in a neighboring or adjacent property.</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>c. Natural disaster:</td>
<td>- Flooding 1 2 3 4 x 1 2 3 4</td>
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<tr>
<td>- Hurricane</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>- Earthquake</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>- Severe storm (winter/summer)</td>
<td>1 2 3 4 x 1 2 3 4</td>
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<tr>
<td>d. Theft of property (real or intellectual).</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>e. Act of vandalism or sabotage.</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>f. Terrorist attack in your area or neighborhood.</td>
<td>1 2 3 4 x 1 2 3 4</td>
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<tr>
<td>g. Terrorist attack outside your community (like 9/11).</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>h. Loss/corruption of computer files or records.</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>i. Loss of connectivity to data or IT systems.</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>j. Workplace accident (to customer or employee).</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>k. Public utilities failure (power, water, sewage).</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>l. Employee absenteeism (illness, injury, strike).</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>m. Pandemic Influenza, “Bird Flu,” SARS or epidemic.</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>n. Long-term loss or absence of critical personnel.</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>o. Workplace violence (involving employees).</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>p. Product or service liability lawsuit.</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>q. Interruption in supply or delivery chain.</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>r. Loss of customer confidence or satisfaction.</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>s. Market failure, recession or other economic crisis.</td>
<td>1 2 3 4 x 1 2 3 4</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
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