

Simple Overview of Crisis Planning

So, what is a Crisis?

A crisis is also commonly referred to as an **Emergency** but this normally means that something has “gone wrong” like an accident; whereas a **Crisis** is a time when a difficult or important decision must be made”.

So, a crisis just means that you have to make decisions fast, quickly and efficiently! But to do this you must have some “**knowledge**” of those situations so to make an **informed choice**. A crisis can also be a good thing, if you receive a significant level of orders for your product, but you do not have the resources to complete those orders.

Examples of Crisis points:

- a. If you, the business owner, or other “significant” person becomes ill; dies or cannot work for any reason; who will manage the company?
- b. Failure of a Utility supply, i.e. phone, broadband, water, electric, gas
- c. The toilet stops working
- d. Supplier failure i.e. they are not able to deliver
- e. Fire or other disaster occurs that means you have lost stock or cannot make or supply your products
- f. Computer failure, loss of records, accounts etc
- g. Mass quantity of orders i.e. you receive a lot of orders that you are unable to fulfil due to lack of personnel
- h. High level of customers visit your shop or at an event stand

What to do?

1. Take a look at what crisis could affect your business and make a **simple list**
2. Take each point and allocate various **ideas** of how to manage each crisis that you have identified
3. Add relevant contact names and numbers to each plan (or make a general contact list) i.e. emergency plumber, insurance company details
4. Ensure you have spoken to relevant contacts so that they know who you are, where you are
5. Make sure that the crisis plan information is available to all employees etc that will be using the plan. E.g. a hard copy is kept in each building or on the company server and is freely accessible.

Tip. If you have neighbouring businesses that could also be affected with the same issues, it might be worth a chat with them to come up with a group’s plan because you might be able to help and support each other!

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