

Safeguard Your Business – Tips

Ways Small Businesses Can Prepare for a Disaster

Disasters of any kind – a flood, fire, tornado, even a robbery or cyber attack – can have long-lasting effects on small businesses. Preparation is essential to safeguard a business during and after a major disruption, and there are key elements to the process:

General

- Recognize the types of natural or man-made disasters that could impact your business
- Know what critical business practices and tech needs to tackle quickly after a disaster
- Outline a business recovery plan and describe actions for each employee
- Have a plan for evacuations and in-place shelters, and practice them during employee training and drills
- Establish a meeting place for all employees to gather if office space is damaged
- Pre-arrange the replacement of broken computer equipment to quickly return to work
- Prepare for possible delays in the supply chain process if a vendor experiences a disaster
- Discuss plans and best practices with neighboring businesses and building management
- Use a generator to supply backup power to vital computer hardware and critical equipment

Communication Technology

- Have a system in place to reach out to customers, business partners, employees, and suppliers in case of emergencies
- Plan to contact customers individually or as a group; store their info in a cloud-based file to make sure it's available from anywhere
- Protect the company fleet using GPS technology to guide drivers to safe storage areas
- Set up call forwarding service to a predetermined backup location
- Store customer information and company records using external or cloud-based data backup to protect files against any damage

Additional Resources

[AT&T Safeguard Your Business](#)

[American Red Cross Ready Rating](#)

[Small Business Administration Disaster Plan](#)

[AT&T's Business Continuity Handbook](#)

