

# Business Continuity Management - 2017 Hurricane Season: Planning & Preparedness

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With significant numbers of businesses located in hurricane-prone areas, organizations can be vulnerable to the wind, storm, and flood perils that can potentially cause greater disruption or damage to operations, assets, supply chain, customer service, facilities and, by extension, revenue streams. Researchers have found that economic damage caused by hurricanes is doubling every 10 to 15 years in the U.S.

Recent storm studies show direct and indirect damage may be significantly reduced by implementing a strategic hurricane preparedness and response plan for the enterprise-wide business and facilities located in hurricane prone locations. Having clear, actionable plans in place – *before* a hurricane event – can help your organization protect employees, operations, minimize property damage, and drive operational resiliency to help your organization recover as quickly as possible.

An effective hurricane preparedness and response plan should include critical action steps addressing activities before, during, and after a storm. Potential planning issues and activities should be captured and displayed for each planning category. These actions can include:



## Before the storm, plan for:

- Loss of communications
- Management and staff who need to evacuate, relocate or shelter in place
- Loss of utilities for extended periods
- Safeguarding of key documents, ensure redundancy in paper and electronic information
- Emergency supplies (e.g., sand bags, pumps, generators, and storm barriers) and physical security of facility

## We're here to empower results:

Contact an Aon Business Continuity Management expert for more information on how you prepare an effective hurricane planning and response plan to drive operational resiliency in your organization.

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### During the storm, ensure capabilities for, or availability of:

- Adequate staff and operational supplies
- Transportation vehicles and fuel
- Loss of IT and critical documents
- Communication with staff, suppliers and clients, as warranted

### After the storm, begin work on...

- Damage assessment and resource allocation
- Claim preparation and advocacy
- Restoration and recovery of facilities, supply chain and operations
- Post incident review and plan revision

### Business Continuity Innovations

Aon's Business Continuity Management offerings include the review, analysis and development of emergency preparedness and response plans, the first tactical step in a business continuity plan.

Our strength lies in the development of emergency preparedness and response plans that are designed to address general and specific emergencies that may impact your operations. Our certified business continuity planning consultants will take you beyond plans that look good on paper – we will help you develop plans that work.

### Designing Solutions/Aon Continuity Blueprint™

Through structured engagements, we can be there, assisting you with your event response activities. Our methodology is a unique and proprietary process that relies on the effective use of flowcharts and other supportive graphics to replace the need for traditional, unwieldy, text-based documents. It is a flexible approach that is designed to incorporate any existing or previous response efforts.

The **Continuity Blueprint™** methodology reduces deployment and activation time when compared to other planning methodologies. This allows users of the plan to implement response procedures, by department using pre-determined response actions.

Our business continuity processes and services can significantly reduce the staff time necessary to develop and maintain response and recovery plans compared to traditional planning approaches.

Because senior management participation is important to the success of any planning model, we tailor our services to support the strategic objectives and values of your organization. The final work product becomes a roadmap identifying “critical path” actions, responsibilities and benchmarks necessary to prepare and recover from the effects of a hurricane.