

## MAKE YOUR BUSINESS "CRISIS PROOF"

- Create a cross-functional crisis-team
- Identify alternative suppliers
- Communicate with your team and get ideas directly from the front lines
- Have a contingency plan to offset worker absence
- Consider altering timelines and contract terms
- Create a "work from home" protocol
- Communicate with your best customers and keep them in the loop at all times
- Consider new promotions or repeat business incentives

### Volume 1 / Issue 1

#### **Crisis MANAGEMENT: Business Preparedness**

Emergencies and natural disasters can be difficult for a business to handle due to the unpredictability of the potential threat. There are however, some business threats that can be identified and planned for to ensure business continuity.



Crisis management and crisis planning should not be practiced only when a business faces an emergency. On the contrary, crisis management and contingency planning should be part of a business' overall strategy which is triggered when multiple factors or events occur.

The Global focus on the impact and spread of COVID-19, also known as the Coronavirus has once again brought the need for business owners to be proactive and examine their crisis management apparatus more closely to ensure they are equipped to disruptions in their normal course of business.

If your business isn't conducting regular 90-day planning sessions consider investing in a facilitated and comprehensive planning event. Attending an **ActionCOACH® Growth Club and Planning Clubs** are a great way to keep your business strategy on track and enable you as a business owner to pivot for unexpected events and external disruptions.

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*“By failing to prepare, you are preparing to fail” Benjamin Franklin*

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Here are some additional considerations and key steps to take to invigorate your crisis management practices and plan:

1. Create a Crisis Management Team consisting of stakeholder throughout your organization
2. Keep communications with you employees regular and open. Keeping your front-line staff in the loop will help to reduce uncertainty
3. Designate an authorized corporate spokesperson who is fully versed in your plans and is trained to deal with inquiries from all channels. Speaking with one voice and one message reduces innuendos and miss representations.
4. Keep your communications fact based and address anticipated concerns proactively. This will let your staff, customers and suppliers know that you are thinking ahead and thinking about them as much as you are considering impacts to your business. Be open, honest and candid at all times and avoid being vague or illusive in your answers. If you don't know the answer, be clear and provide your audience a reasonable timeline of when you can
5. update them and stick to your schedule.
6. Communicate to your supplies and customers regularly and ask questions that will help you anticipate their needs. Being transparent with your plans will help your customers be more secure and confident.
7. Update often. Put a communication plan in place that will keep all your stakeholder updated much as possible. Over communicating in a time of crisis or uncertainty reduces fear and panic from setting in. Your regular communications even if minor, helps spread calm. Repeating your message consistently and thoroughly leaves little room for misinterpretation.
8. Identify channels by which you will provide information. Identify primary and secondary sources of communication so that your stakeholders know where they can go for the most up-to-date news. Social media, Corporate Intranet, webinars, and broadcast emails can all be effective ways to disseminate information and updates

It is also critically important not to over react or create a crisis artificially. Make sure you stay calm and connect with experts in your community or marketplace for the most factual and relevant information. Ultimately the tone you take will be adopted by your audience and the more straightforward and fact based you are, the less chance for exaggeration or speculation by your staff, clients, suppliers and customers.

## DEALING WITH THE CORONAVIRUS PROACTIVELY

Although the recent outbreak of Coronavirus globally is concerning, your organization can mitigate the impact by being well-informed and providing the latest information to your company's employees, supplier and customers. Connection with reliable sources and providing expert resources is a way to reduce anxiety within your organization.

In the U.S. the best source for medical updates and public health is the CDC (Center for Disease Control). This organization is tasked with keeping the public informed and provides best practices for dealing with any type of wide spread health concern at [www.cdc.gov/COVID19](http://www.cdc.gov/COVID19).



Centers for Disease Control and Prevention  
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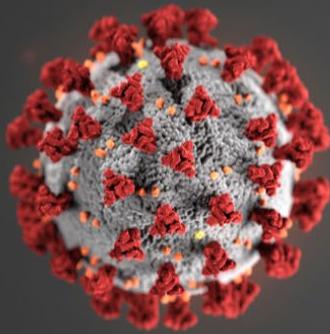
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### Coronavirus Disease 2019

CDC is responding to the novel coronavirus outbreak.

## Follow some Common-sense measures:

### Recommended strategies for employers to use now:

- **Actively encourage sick employees to stay home:**
  - Employees who have symptoms of acute respiratory illness are recommended to stay home and not come to work until they are free of fever (100.4° F [37.8° C] or greater using an oral thermometer), signs of a fever, and any other symptoms for at least 24 hours, without the use of fever-reducing or other symptom-altering medicines (e.g. cough suppressants). Employees should notify their supervisor and stay home if they are sick.
  - Ensure that your sick leave policies are flexible and consistent with public health guidance and that employees are aware of these policies.
  - Talk with companies that provide your business with contract or temporary employees about the importance of sick employees staying home and encourage them to develop non-punitive leave policies.
  - Do not require a healthcare provider's note for employees who are sick with acute respiratory illness to validate their illness or to return to work, as healthcare provider offices and medical facilities may be extremely busy and not able to provide such documentation in a timely way.
  - Employers should maintain flexible policies that permit employees to stay home to care for a sick family member. Employers should be aware that more employees may need to stay at home to care for sick children or other sick family members than is usual.

- **Separate sick employees:**
  - CDC recommends that employees who appear to have acute respiratory illness symptoms (i.e. cough, shortness of breath) upon arrival to work or become sick during the day should be separated from other employees and be sent home immediately. Sick employees should cover their noses and mouths with a tissue when coughing or sneezing (or an elbow or shoulder if no tissue is available).
- **Emphasize staying home when sick, respiratory etiquette and hand hygiene by all employees:**
  - Place posters that encourage [staying home when sick](#), [cough and sneeze etiquette](#), and [hand hygiene](#) at the entrance to your workplace and in other workplace areas where they are likely to be seen.
  - Provide tissues and no-touch disposal receptacles for use by employees.
  - Instruct employees to clean their hands often with an alcohol-based hand sanitizer that contains at least 60-95% alcohol, or wash their hands with soap and water for at least 20 seconds. Soap and water should be used preferentially if hands are visibly dirty.
  - Provide soap and water and alcohol-based hand rubs in the workplace. Ensure that adequate supplies are maintained. Place hand rubs in multiple locations or in conference rooms to encourage hand hygiene.
  - Visit the [coughing and sneezing etiquette](#) and [clean hands webpage](#) for more information.
- **Perform routine environmental cleaning:**
  - Routinely clean all frequently touched surfaces in the workplace, such as workstations, countertops, and doorknobs. Use the cleaning agents that are usually used in these areas and follow the directions on the label.
  - No additional disinfection beyond routine cleaning is recommended at this time.
  - Provide disposable wipes so that commonly used surfaces (for example, doorknobs, keyboards, remote controls, desks) can be wiped down by employees before each use.
- **Advise employees before traveling to take certain steps:**
  - Check the [CDC's Traveler's Health Notices](#) for the latest guidance and recommendations for each country to which you will travel. Specific travel information for travelers going to and returning from China, and information for aircrew, can be found at on the [CDC website](#).
  - Advise employees to check themselves for symptoms of [acute respiratory illness](#) before starting travel and notify their supervisor and stay home if they are sick.
  - Ensure employees who become sick while traveling or on temporary assignment understand that they should notify their supervisor and should promptly call a healthcare provider for advice if needed.
  - If outside the United States, sick employees should follow your company's policy for obtaining medical care or contact a healthcare provider or overseas medical assistance company to assist them with finding an appropriate healthcare provider in that country. A U.S. consular officer can help locate healthcare services. However, U.S. embassies, consulates, and military facilities do not have the legal authority, capability, and resources to evacuate or give medicines, vaccines, or medical care to private U.S. citizens overseas.

GUIDES and PRINTABLE MATERIALS AVAILABLE on  
<https://www.cdc.gov/coronavirus/2019-ncov/communication/factsheets.html>



#### CDC Protect and Prepares Communities

Learn how CDC is aggressively responding to the global outbreak of COVID-19 and preparing for the potential of community spread in the U.S.

8.5x11

[English](#)

- **Additional Measures in Response to Currently Occurring Sporadic Importations of the COVID-19:**
  - Employees who are well but who have a sick family member at home with COVID-19 should notify their supervisor and refer to CDC guidance for [how to conduct a risk assessment](#) of their potential exposure.
  - If an employee is confirmed to have COVID-19, employers should inform fellow employees of their possible exposure to COVID-19 in the workplace but maintain confidentiality as required by the Americans with Disabilities Act (ADA). Employees exposed to a co-worker with confirmed COVID-19 should refer to CDC guidance for [how to conduct a risk assessment](#) of their potential exposure.

**ACTIONCOACH GLOBAL HEADQUARTERS**

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The screenshot shows the CDC website for Coronavirus Disease 2019 (COVID-19). The page title is "Coronavirus Disease 2019 (COVID-19)" and the breadcrumb trail is "CDC > Coronavirus Disease 2019 (COVID-19) > Communication Resources". The left sidebar lists various resources: "Coronavirus Disease 2019 (COVID-19)", "COVID-19 Situation Summary", "What You Should Know", "Travel Information", "Preventing COVID-19 Spread in Communities", "Protect Yourself & Family", "Higher Risk & Special Populations", "Healthcare Professionals", "Resources for Healthcare Facilities", and "Resources for Health". The main content area is titled "Print Resources" and features a "Handouts & Posters" section. Two handouts are visible: "Share Facts About COVID-19" (8.5x11, available in English and Simplified Chinese) and "What you need to know" (8.5x11, available in English, Spanish, and Simplified Chinese). The "Share Facts About COVID-19" handout includes the text: "Know the facts about coronavirus disease 2019 (COVID-19) and help stop the spread of rumors." The "What you need to know" handout includes the text: "Coronavirus Disease 2019 is a new disease that causes respiratory illness in people and can spread from person to person. This virus was first identified during an investigation into an outbreak in Wuhan, China."