CRISIS READY CHECKLIST: CORONAVIRUS (COVID-19)

CRISIS READY INSTITUTE

Elevating the crisis management profession to create a crisis resilient world.

As the Coronavirus (COVID-19) continues to spread over the foreseeable future, we wanted to make sure you and your team are feeling strong, prepared and confident in your crisis readiness for this growing epidemic. This means thinking through the necessary risks and impacts and having the right discussions internally to decide when, where and how to be proactive—as well as when, where and how to be proactively reactive.

Don't let yourself or your team be blindsided. With readiness and resiliency being the goal, following are some lines of thought that should be a part of your internal discussions.

BUSINESS STRATEGY POINTS OF DISCUSSION

- ○ What are the potential effects and impacts of COVID-19 on your business? Evaluate all angles of risk on business operations, reputation and stakeholder impact.

- ○ What are the measurable indicators that will alert you that certain thresholds are being, or are likely to be, reached?

- ○ What is your information/ alert system for remaining on top of regional and world-wide developments and their potential impacts on your business? Who is responsible for this and how do these updates get communicated to those within the organization who need to be kept current and informed?

- ○ Is your business continuity program being measured against and adapted for the potential impacts of this threat?

- ○ What vendors or partners is your business reliant on and what is the impact on your business as a direct result of COVID-19 affecting their business? Do you have open dialogue with them regarding this potential, and do you have contingency plans in place? The reverse of this is also important to discuss with them.

- ○ What measures can you/should you be taking now to help prevent or mitigate contamination and its spread within your locations, offices, facilities, etc.?

- ○ At what point would you need to close your doors—whether voluntarily or involuntarily—and what does this look like in terms of actions, impacts and communication?

- ○ Is your organization/leadership team surrounding itself with, and proactively open to learning from, the appropriate experts and insights?

- ○ Are you conducting table-top exercises that bring your leadership team together to discuss these and other potential scenarios and to think through and align on management strategies, thresholds of activation, as well as internal and external communication strategies? Note: In preparation for this exercise, have conversations with your different department, unit and business heads to better understand what their concerns and potential risks and impacts are, so that you are prepared for a dynamic and well-rounded conversation. Be sure to walk away from this exercise with clear actionable next steps and timelines for implementation.

- ○ What third-party organizations or entities could you be aligning with, creating alliances with, and/or opening regular lines of communication with to gain insight and join forces to enhance each of your readiness?

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EXTERNAL COMMUNICATIONS

○ Which stakeholders should you/ do you need to be communicating with proactively to instil confidence, build credibility, create awareness and maintain trust? Go through and discuss each of your organization's stakeholder groups to determine the answers here.

○ What are the appropriate means of communication with each stakeholder group, i.e.: platforms and ways of communicating?

○ Who is responsible for communicating with each of your different stakeholder groups, and what are your means of keeping leadership current on these conversations as they continue to evolve?

○ What questions and concerns, from each key stakeholder group, can you anticipate and work to get ahead of now—whether that means proactively communicating and/or proactively getting ready to be reactive.

○ If your organization is a leader within your community, are you proactively supporting your city's health department and related entities by sharing their updates and communications to increase the reach of their important messaging?

INTERNAL COMMUNICATIONS

○ Your employees are likely feeling concerned for their own health and the health and safety of their loved ones. Are you supporting them by providing them with information and education on how they can protect themselves? (Visit the websites of entities such as the World Health Organization and the Center for Disease Control and Prevention for help and guidance here.)

○ Are you instilling confidence by anticipating and answering their questions and concerns with regards to business impact—which translates into their concerns of

any potential impact on them and their livelihood?

○ Do they clearly understand when and how to respond to potential inquiries from stakeholders— whether this means providing them with approved messaging to use, and/or directives on how and where to send inquiries?

○ What are your organization's policies with regards to things like: remote-working, travel, real-time monitoring, tracking and evaluation of business needs and impacts, supply-chain disturbances, business conti-

nuity, etc.? Are these policies clearly communicated internally? Furthermore, how and when might these policies be adapted or evolved? Make sure leadership is aligned on these answers.

○ Do you have an intranet or other form of internal communication platform where you are hosting relevant and timely information and directives for your teams? Who is responsible for drafting, approving and disseminating/ publishing these communications—and is your internal population aware that this platform exists and is being kept current?

If you have any questions with regards to any of this, or if you would like to discuss being assisted through this challenging time, send an email to info@crisisreadyinstitute.com and the Crisis Ready™ team will be more than happy to discuss how we can support your crisis readiness.

Stay safe, stay healthy, stay resilient. To your, your organization's and the world's invincibility.