



# Business Continuity Table Top

Facilitated by:

April Kelcy

Earthquake Solutions





# *Special Note*

## Incomplete and Edited Content

The slides in this presentation were ancillary to a customized Table Top exercise for participants at our Business Continuity event on September 21, 2006. Slides relating to the content of the Table Top exercise and related documents do not lend themselves to this venue, and have been removed.

# *Myth # 1:*



\* It won't happen.

*Every single day...*



**Something Does!**

## *Myth # 2:*



- **If it happens, it won't happen to me**

*Ask Picasso's, or.....*

**Businesses that lost  
\$6 BILLION in the  
Northridge  
earthquake.**

# *Myth #3*



- **If it happens to me,  
it won't be that bad.**

# *Bad Stuff Happens!*



## *Myth # 4:*

- **If it's really bad,  
planning &  
preparing won't  
help.**

*Successes Exist!*

**Loss avoidance of  
at least \$100,000!**

(Per occurrence for home-based businesses; As much as  
\$500,000 PER DAY in larger businesses per recent study  
By AT & T and the IAEM.)

**No Plan?**

**Closed!**



# Bankrupt!

**Over 50% of businesses who lack continuity plans are out of business either quickly or within 3 years!**

However, if you

**HAVE A PLAN,**

there's a much better  
chance that you will  
be.....

**Open for Business!**



# *Five Continuity Credos*



- 1) It's just problem solving – both before and after.**
- 2) Resources are scarce, but you ALWAYS have more than you think you have.**

# *Five Continuity Credos*



- 3) Relationships are your most important resource!**
- 4) Commitment is necessary.**
- 5) Crisis brings new opportunities.**

# *Thank You!*

**From April Kelcy, Racine Ward and the entire....**

