



Jasper

Business Continuity

GUIDEBOOK

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What is **Business Continuity?**

Business continuity is about understanding the risks your business could face, and developing strategies and plans to ensure continued operation during and after a disruption. A business continuity plan helps you to identify what products and services are critical to your business operations. It will introduce you to the risks and hazards your business may face. Based on this information, you can plan to ensure that your business can recover and continue operating through different types of situations. Most importantly, a business continuity plan promotes a safe environment for your staff and customers.

Business continuity planning makes a business a safer place to work and contributes to financial stability.

Top tip

Back up your data regularly and store copies in a secure off-site location.



But I have business insurance...

Not all risks can be covered by business insurance. Insurance companies may provide financial assistance but you may still remain out of business. A business continuity plan helps keep your business running and makes it easier to resume business after a disruption.

No matter how big your insurance pay-out is, it cannot help you retain your customers.

Top tip

Practice fire safety and establish an evacuation plan.

During the 2022 Chetamon wildfire and power outage, businesses in Jasper were out of power or unable to access reliable power for a number of days.



Did you know?

Companies unable to resume operations within 10 days are not likely to survive.



Why should my business **have a plan?**

Disasters big and small happen without warning. Having a plan in place before a disruption can show your commitment to building resilience for your business. The plan will:

- Identify weaknesses within your business
- Set your business up for an effective response and faster recovery
- Improve your dealings with banks, creditors, investors, and insurers

Recovering quickly after an emergency means you are more likely to stay open for business. When you stay open for business, you:

- Remain competitive
- Reduce financial losses
- Protect staff and customers from harm.



Use our Business Continuity Workbook to create a plan for your business.





How to _____ **develop the plan**

- 1.** Analyze your business
- 2.** Assess the risks
- 3.** Develop the strategies
- 4.** Make a plan
- 5.** Exercise your plan
- 6.** Review your plan

Top tip

Review your insurance policies and know what your policy covers.

Step One

Analyze your business

It is important to understand your business when developing a successful business continuity plan.

Consider the following:

- What is the purpose of your business?
- What products and services do you provide?
- How do you provide your products and services?
- Do your service providers have business continuity plans in place?
- Who is involved? (e.g., employees, suppliers)
- What are the minimum resource requirements? (e.g., personnel, equipment, records)
- Who are your customers?

The Institute for Catastrophic Loss Reduction (ICLR) predicts that Alberta will see a 10 percent increase in severe weather events by 2050.

According to the Insurance Bureau of Canada, Alberta accounts for 67 percent of all insurance pay-outs due to a disaster in Canada. Between 2009 and 2012, the average disaster payout in Alberta was \$1 billion a year.

Top tip

In the event of a disruption, log the sequence of events. It will help you review the strengths and weaknesses of your plan afterwards.



Step Two

Assess the risks

The Municipality of Jasper is exposed to different types of risks. The following are risks and hazards your business may face. Think about the risks and imagine how they could affect your ability to continue operating.

- **Security:** Theft, vandalism, cyber-attack, fraud
- **Personnel:** Pandemic, loss of staff, labour action
- **Infrastructure:** Fire, hazardous materials, power outage
- **Natural:** Forest fire, flooding, hail, windstorm, lightning
- **Operational:** Supply chain, transportation, internet, phone
- **Access:** Partial or full evacuation, national park closure

The impact each situation would have on your business is different. The likelihood of each risk occurring is also different. By assessing the risks your business could face, you are able to imagine your response and plan ahead.

Step Three

Develop strategies

Now that you have thought about which risks your business may be vulnerable to, think about possible ways you would respond. Many strategies are easy and cost-effective to implement. Maybe it's a phone call to another supplier or developing mutual aid agreements with other businesses in advance of an emergency.

The following are some business continuity strategies that you may consider:

- Cross-train your staff
- Plan to borrow equipment from another business
- Keep old equipment as a back-up
- Identify alternative suppliers
- Store important data and documents in a safe location
- Review and ensure you are covered by insurance for the risks you've identified
- Succession plan
- Keep an off-site inventory of goods
- Set up an Uninterruptible Power Supply (UPS)
- Identify an alternative work location
- Establish work-from-home protocols
- Promote personal and family preparedness
- Discuss with your employees how they will communicate with you or report to work in the event of a disruption

Top tip

Protect important paper documents.



Consider the worst-case scenario when developing your strategies.

Step Three: Develop Strategies



A company is only as good as its employees. The old adage applies to your business continuity plan. Encourage all employees to assemble a 72-hour emergency preparedness kit at home. This kit is a collection of items they may need in the event of a disaster, which should include:

- Bottled water
- Non-perishable food
- First Aid kit
- Prescription medication
- Wind-up flashlight and radio
- External battery pack or wind-up cell phone charger
- Warm clothes and blankets or sleeping bags
- Important documents and information
- Cash in small bills and coins
- If applicable, stock your kit with baby supplies and items for your pet
- Non-power consuming entertainment for children and adults

In the event of a disaster, employees may be unable to report to work as they are responding to their own family's needs. Encourage your employees to have a personal family plan and a 72-hour emergency preparedness kit.



Did you know?

The Municipality of Jasper plans for business continuity of key municipal services during an emergency.

Step Four

Make a plan

You have now thought about potential risks to your business and the appropriate strategies to address them. It's time to put this knowledge together and make a plan. Your plan should have step-by-step instructions on what to do in the event of an emergency.

- If your business suffers a fire, what are your priorities?
- How will you account for your employees and ensure they are all safe?
- Who do you have to contact first?
- What resources and supplies do you require to continue operating?

It is important that you have these details beforehand to ensure a proper and timely response. Consider your budget and setting aside funds for training in business continuity.



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Step Five

Exercise your plan

Practice your plan on a regular basis. Staff need to be involved during the exercise to become familiar with their roles and what is expected of them during an emergency. In the business world, things are constantly changing. It is important to update and maintain your plan regularly. Exercising your plan will give you an idea of the strengths and weaknesses of your business continuity plan.

Step Six

Review your plan

Finally, it is essential to review your plan on a regular basis to ensure that it remains accurate and up-to-date. Determine when you will review your plan. At minimum, reviewing your business continuity plans once a year, or when you have a turnover of staff, is a good place to start. Review the plan to keep it current and useful to you and your staff.



Stay Informed

Knowledge is power.

Local

Municipality of Jasper website | www.jasper-alberta.ca

The Municipality of Jasper website will have up-to-date information. You can also sign up for the Municipality of Jasper's emergency alert system.

Municipality of Jasper Facebook | facebook.com/municipalityofjasper

Municipality of Jasper Instagram | @municipalityofjasper

Parks Canada: Jasper National Park website | parksCanada.gc.ca/jasperfireupdate

In the event of an emergency in Jasper National Park, the Parks Canada Jasper website will have up-to-date information.

Jasper National Park Facebook

Jasper National Park Twitter

Jasper National Park Mailing List

Federal

Public Safety Canada @Safety_Canada | publicsafety.gc.ca

Public Safety Canada works to keep Canadians safe from risks such as natural disasters, crime and terrorism.

In an emergency, dial 911

Provincial

Alberta Emergency Alert @AB_EmergAlert | emergencyalert.alberta.ca

Alberta Emergency Alerts are issued to warn people about potential risks to their health and safety.

Additional Business Continuity Resources

Business Development Bank of Canada | www.bdc.ca

The Business Continuity Institute | www.thebci.org

Alberta Women Entrepreneurs | www.awebusiness.com
