



DISASTER RECOVERY PLAN

LESSON TOPICS

1. What is a Disaster Recovery plan?

A Disaster Recovery Plan is a written document created by an organization/ small business that contains detailed instructions on how to respond to unplanned incidents like natural disasters, power outages, cyberattacks, and a pandemic.

2. Statistics

- According to FEMA, between 40-60% of small businesses that suffer a disaster, never reopen their doors.
- According to FEMA, 90% of small businesses that do not reopen within five days of a catastrophe, fail within a year.

3. Four Reasons why you Should have a Plan

Cost Efficiency: The plan will help to determine how you should adjust products or services to meet changing needs and helps with understanding the strategic impact of pricing decisions. It also assists companies with where money be saved during times of uncertainty.

Customer Retention: 20% of customers contribute to about 80% of the business' revenue. Focusing on customer retention creates a proactive approach with predicting customer concerns and solving

their problems in a timely fashion.

Policies and Procedures: It helps to ensure everyone is on the same page to include the stakeholders.

Small Business Sustainability: The disaster recovery plan has detailed information about how to prepare and create a team to coordinate and communicate the plan which helps your business gain competitive advantages.

4. What to Include in your Disaster Recovery Plan

- Assign a Team
- Impact Analysis
- Prevention Strategies
- Communicate with Employees and Customers