

Ted: Wait! Wait! Thanks.

Bill: Running late?

Ted: Yeah, traffic was rough this morning.

Bill: Crisis averted.

Ted: No crisis, just a little traffic.

Bill: What if there had been a lot of traffic? Everyone needs a back-up plan, just like every company needs a business continuity plan.

Ted: What just happened?

Bill: It could be a blackout. Completely unpredictable.

Ted: Where did you get that?

Bill: It's important to start your business continuity planning early. How long can you operate without core systems and processes? What if your entire network went down? No communications means no sales and lost customers.

Ted: Why isn't this thing working?

Ted: Finally.

Bill: Recovery is good, but 75 percent of companies without continuity plans fail within three years. Who's in charge during a disaster? Hmm?

Ted: Like a fire?!

Bill: Identifying teams and assigning tasks is essential. Everyone needs to know their responsibilities.

Ted: What's going on?

Bill: It could be a hurricane.

Ted: A hurricane?

Bill: Weather can badly damage your assets. Planning better prepares your company to recover from any disruption.

Ted: Why aren't you getting wet?

Bill: Not everyone's under the same umbrella. It's important to test, update, and exercise your preparedness measures.

Ted: So can we share?

Bill: No. A business continuity plan for one company won't fit another. That's why it's important for everyone to develop their own plans.

Ted: Why are you wearing a mask?

Bill: Don't forget to plan for the human element. Contingency planning should go beyond natural disasters. Plan for manmade threats too.

Ted: Oh, c'mon. Great. Hey! Let me out!

Bill: Will your continuity plan be in place when it matters most?