

Prepare for Emergencies with the **Guide to Business Continuity Planning CD-ROM—** from the American Red Cross!



The Bottom Line:

Disaster-Related Service Interruptions Cost Your Company Money and Customers.

No doubt your business has insurance in place to protect against disasters. But insurance only provides limited help for certain losses for which coverage has been obtained and is in force. Whether your organization is large or small, a solid plan is necessary to handle disaster-related business interruptions. That's why the Red Cross has expanded its offerings to include a CD-ROM: Guide to Business Continuity Planning.

This innovative CD-ROM provides comprehensive, step-by-step instructions to help:

- Address life safety issues
- Minimize interruption to your business and your customers
- Transition back to normal operations
- Provide public and private agencies with information
- Formalize your plan

The CD-ROM uses a proven methodology to help organizations create basic, effective business continuity plans. Download forms to create a custom workbook to keep at an offsite location. In the event of a disaster-related business interruption, you will have information available to help keep your business going.

The Guide to Business Continuity Planning includes nine information-packed modules:

- An introduction to Business Continuity Planning
- Overview: defining goals, identifying processes and procedures, developing a plan
- Project management
- Facility documentation
- Business impact analysis
- Business continuity alternatives
- Emergency response
- Plan exercise and evaluation
- Plan implementation and maintenance

Find out more today!
Contact your local American Red Cross chapter.



Together, we can save a life