



# What Every Business Needs Before Disaster Strikes






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You don't need to predict the future; you just need to prepare for it. Use this checklist to make sure your continuity and recovery plan is ready for anything.

- Business Impact Analysis (BIA)**  
Identify essential operations and measure how downtime could affect your revenue or reputation.
- Risk assessment**  
Evaluate likely threats, such as cyberattacks, power outages and natural disasters.
- Business continuity plan**  
Lay out how your business will continue running during a disruption.
- Disaster recovery plan**  
Define steps to bring back systems, applications and data without delay.
- Communication plan**  
Decide how and when you'll inform staff, customers and stakeholders in a crisis.
- Roles and responsibilities**  
Make sure every team member knows their job before, during and after an incident.
- Testing and maintenance**  
Run regular drills and updates to keep your plan ready for anything.

**Every unchecked box is a risk.  
Let's close the gaps together.**

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