

How Much Did 2020 Cost Your Business?

2019 AVERAGE INCIDENT COSTS

- **IT/Telecom Outage**
\$228,322
- **Cyber Attack/Data Breach**
\$898,906
- **Safety Incident**
\$1,840,042



And these are just average costs — so now what . . . Ask yourself, does your business have, and can locate the following resources?

- **Emergency Response Plan**
- **Crisis Management Plan**
- **Disaster Recovery Plan**
- **Business Continuity Plan**

These documents exist at the core of most successful, established businesses — plans and processes they rely upon in order to keep their doors open, and seamlessly service their clients regardless of circumstance.

Learn more at our website:
www.everydaybusinessresilience.com

So your business survived 2020 . . .

And currently, you're in the midst of trying to transition back to pre-pandemic operations. But now you're faced with making a plan for moving forward — how can you even begin to break down all of the added expenses of the past year? Or start to pinpoint the various areas of disruption, loss of productivity, and extra cost?



Over the past year of COVID-19 big companies spent anywhere from hundreds of thousands to almost a billion unplanned dollars for emergency pandemic expenses, according to the Wall Street Journal. And for some industries the cost of doing business through the current pandemic transition period is expected to continue to rise, even as uncertainties around consumer demand remain. While some industries experienced a surge in consumer demand and resulting revenue, most still were ill equipped in terms of plans to meet demands. And as we transition out of the pandemic, we're beginning to see the risk of inflation, supply chain volatility and labor/skill shortages.

To businesses looking to improve their resilience — *“have a plan and don't assume you can handle it yourself”*

— M. Wright, Evansville Vanderburgh School Corporation



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At **Everyday Business Resilience Group** our experience has shown that proactive planning is far more effective and less costly than reactive approaches to crisis management. We bring years of experience to our clients, assisting businesses in securing their people, place of business and processes in the face of the unexpected — just like the 2020 pandemic! Large-scale disruptions, and everyday unexpected business disruptions — such as a flood, power outage, weather damage, on-site health and safety issues or labor shortages — are our specialty.

Important Questions that Businesses Need to Ask Themselves Moving Forward

- **How many businesses can you count in your industry that did not survive the 2020 pandemic?**



- **What's your plan coming out of the pandemic? Or for dealing with the ripple effects — supply chain shortages, labor/skill shortages — of the current pandemic?**



- **Can you trust that your employees know what to do in the face of a natural disaster or systemic outage or failure?**



- **Can you go on vacation and feel comfortable unplugging during that time?**

If you're unsure or uncomfortable with your answers to the above —you're definitely not alone, and *the good news is, we can help!*

Here Are A Few Steps You Can Take Right Now ...

At EBRG, we know how difficult it can be to look at our own imperfections. We're leaders in helping clients just like you build more secure businesses that are in prime position for growth. In the spirit of securing a more productive, profitable 2021, here are some key **Business Continuity Principles** (*that can be applied to your own business*) to make 2021 your best business year yet!

1. Business Impact Analysis

A BIA allows you to identify which business processes are key to your business continuing to function under any circumstance. This analysis also quantifies the value of these processes for your business. Just think of the difficulty of calculating the actual cost 2020 — a Business Impact Analysis helps you address the impact of potential business disruptions ahead of time. Imagine . . . *you could have been prepared for 2020!*

2. Risk Analysis

A RA identifies potential risks, their likelihood and impact level to your business. This analysis will allow you to mitigate potential disasters/emergencies that could affect your overall operations ahead of time. This preemptive analysis will immediately secure and improve your business' resilience, *now that's a quick return!*

3. Continuity Requirements Analysis

A CRA prioritizes which processes are vital for the quickest recovery of your business in the event of a disaster/emergency. Just imagine if you'd been one of the first in your industry to open your doors and seamlessly service your clients in 2020? No matter the disaster or interruption, a CRA helps you save valuable time recovering from any event. It immediately *provides you with the processes to continue to provide the services your clients have come to expect.*



Checkout our website for high-level, **FREE TEMPLATES** for the above analysis so you can get started with your own business right away.

www.everydaybusinessresilience.com/tools

An Introduction . . .



Building a new business as the world shuts down is challenging to say the least, and Everyday Business Resilience Group did just that — opening it's doors in early 2020 and continues today to exemplify the very definition of resilience.

Four Service Lines To Support Your Business

Risk Management



We partner with you, developing proactive, individualized plans to promote and support the continuity of your normal business operations in the face of the unexpected.

“Our goal is to build more resilient communities, one business at a time”

— Jesse Kauffman, EBRG Vice President,
Lead Consultant

Project Management Support



We are an experienced, certified team of project management professionals. We're experts, prepared to assist you with a large variety of projects, such as new product development and launch, site expansions, relocations and new equipment installations, to name a few.

Succession Planning

Keeping your clients happy and supported with talent/skills in your workplace pipeline is part of our expertise at EBRG. We partner with our clients



to help identify crucial job skills, knowledge, social relationships and organizational practices. We assist in the development of plans, timetables and training that enables the passing of talent seamlessly on to the next generation.

Engineering Support Services



We support you, providing deep expertise and services across a wide range of manufacturing industries. Areas of focus include research and development, design and quality control for appliances and plastics, pharmaceutical and nutrition manufacturing, equipment specification, installations and operations.

Meet Josi Kauffman; President of Everyday Business Resilience Group and Awarded Top 20 Women in Evansville Business

Everyday Business Resilience Group's president, Josi Kauffman has been recognized as one of Evansville's Top 20 Women in Business. She brings over 17 years of a wide range of experience and skill sets to share with clients, including:

- *Inspired leadership of large manufacturing teams in the pharmaceutical industry*
- *Successful global project management and new product launches in heavily regulated industries*
- *Supply Chain management expertise across complex production and regulatory environments*

As a particular passion, Josi has also championed and lead multiple women focused leadership and growth programs. She is a fitness enthusiast, gardener and a proud mother, volunteering as a local youth soccer coach.



"EBRG's outside view and thorough approach helped us to uncover the gaps. Now we have a plan that can grow with us and provide clear direction!"

— K. Koester, Pay Day Payroll



Meet Jesse Kauffman; Vice President and Lead Consultant of Everyday Business Resilience Group

Jesse Kauffman is Vice President of Everyday Business Resilience Group. With over 17 years of experience, he brings a full-scale, objective, big-picture perspective to share with clients. As lead consultant Jesse focuses on identifying and mitigating potential risks to your business, allowing you to continue focus on your business at-hand. Jesse's wide range of experience and skill sets including:

- *Deep experience in the development of global corporate Risk Management Plans, Business Continuity Processes and proactive Crisis Management and Succession Planning*
- *Broad expertise in large scale Project Management for new innovations including products and services, site changes, equipment installation or modification, all ensuring delivery on schedule and on budget*

- *High-performance Management of round-the-clock, manufacturing teams*
- *Management of \$35 million dollar capital process for leading edge innovation systems and supply chain networks*
- *Research and development, new product design and quality control for leading companies, including Whirlpool, Gladiator, Amana, Sub Zero, GE and more*

Additionally, Jesse is a car and motorcycle enthusiast, an amateur photographer and a small-scale hay farmer. As a proud father, he volunteers as a youth basketball coach and Cub Scout leader. He actively supports Tri-State business, as an E-Rep Ambassador in the local chamber and an active participant in multiple area networking groups.

