



SPIN



PSEMA

Private Sector Emergency
Management Association

Business Resilience in the Age of Disruption

Private Sector Emergency Management Association (PSEMA)

Monthly Webinar Series

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Meet the Presenter



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An Age of Disruptions



9/11 was a lightning rod

- Business and industry personnel, infrastructure and supply chains are often the target
- First responders to attacks are often from the private sector, not government or military
- An attack would have dire consequences on private sector, but then spread to the international economy as a whole



COVID-19 was a global paradigm shift

- Business and industry failures at a scale never seen before
- First responders included children, families, small business
- Global health and economic impacts were unparalleled
- Millions of small business closures
- Insecurity of supply was exposed

An Age of Disruptions



Ukraine is the new ground zero for business resilience

- Business and industry infrastructure targeted
- Societal resilience tested
- Economic pivots toward the West
- National reconstruction requires substantial private investment

A majority of critical infrastructure and supply chains are owned and operated by the private sector

- Small businesses play a critical role in response
- Businesses and industries transport and distribute critical goods and services faster than government or military
- Industry is ready and willing to assist because rapid recovery is in the interest of all
- Private-public partnerships should be designed to accelerate resilience

Historic Flood: Town of Cheverly, Maryland



What happens when government capacity is limited, non-existent, or too slow to respond?

Lessons Identified: COVID-19



What happens when government capacity is limited, non-existent, or too slow to respond?

Lessons Identified: Ukraine



1. Recognize tipping points and act with purpose
2. Focus on employee safety and well-being
3. Be willing to shift decision making processes
4. Accelerate supply chain and continuity efforts
5. Step up cyber and technology protection
6. Reduce financial risk
7. Execute new ways to conduct business
8. Meet employee needs to manage war-life balance
9. Always have a Plan B
10. Relocation must be part of the plan

Did you know?



U.S. Small Business

- ~32M businesses
- 99.7 % of businesses are small employing 46% workforce
- 64% new jobs created by small businesses
- 28% businesses support Community Lifelines

Global Small Business

- ~400M businesses
- 90% businesses are small
- Small businesses account for 50% workforce

The Criticality of Small Business

- Engine of economies
- Backbone of the community
- Provide essential services
- Feeder system for medium/large businesses
- Often first responders in disasters
- Often disappear or reinvent in recovery

Engaging Small Businesses



Indicators of a Resilient Business



The idea of being able to withstand and recover from an external shock or impact is foundational to resilience.

Areas that Require Attention



Business Resources to Plan for Resilience

Tool	URL
Resilience in a Box Self-Assessment	www.ResponderCQ.com/business
Planet Ready	www.planetready.com
Critical Asset Management Tool	https://climateresilient.world
Business Resilience Toolkit	https://www.ariseglobalnetwork.org/resource/caricham-business-resilience-toolkit
Ready Business Toolkits	https://www.ready.gov/business
Business & Industry Resources	www.psema.org
International Consortium for Organizational Resilience Resources	https://www.build-resilience.org/
FEMA Building Private-Public Partnerships Guide	https://www.fema.gov/sites/default/files/documents/fema_building-private-public-partnerships.pdf

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