

Contingency Planning; What’s a Business To Do?

*“One thing that makes it possible to be an optimist is if you have a contingency plan for when all hell breaks loose.” – Randy Pausch*

As we continue to wait for the final, final decision on the 2020 Presidential election, business owners find themselves in a quandary vis-à-vis a preparedness plan for the future of their small business. The cloud of COVID-19 still looms and the decision on how to address the pandemic falls in the lap of an administration that is still yet to be determined. One potential administration has stated they will continue to re-open and give the responsibility to state and local officials, as well as trust the business owners to handle the safety of their customers. The other, feels a future lockdown is the way to approach the pandemic and eliminate the spread of the virus. Either way, with no guarantee for success, business owners must prepare for both approaches.

It is safe to say, having a Contingency Plan for a pandemic has not been a priority for small businesses in the United States. Now, having multiple Contingency Plans for competing responses to a pandemic is critical. Understanding Crisis Management, Emergency Preparedness, and Contingency Planning has never been more critical for small businesses.

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