



“Project Rebound”
Presented by the Madison County Chamber of Commerce

The COVID-19 pandemic of March 2020 led to a response that was unforeseen and unplanned. The closing of businesses coupled with strict social distancing orders created a crisis environment for our economic well-being. Businesses must now shift gears to survive this crisis and remain in business. This focus is different from a simple business continuity plan as the factors that created the crisis were out of the community’s control.

Here are suggestions for planning your business rebound:

- 1) **Utilize Downtime** – If your business or organization is idle right now, this is a great time to organize. Relook at your space, inventory, and customer-focused areas to clean up, straighten up, and dispense of unneeded items. Maximize your workspace to its best potential and productivity.
- 2) **Take Inventory** – Now is the time to compile a full listing and accounting of equipment, machinery, and materials on hand. Establish what orders could be filled with what’s on hand, and what will need to be re-ordered once your business is back to full operations. Plan an initial re-order of stock.
- 3) **Evaluate Your Processes** – The priorities of your recovery plan should directly correlate to your business priorities. Conduct a business impact analysis which assesses which systems and applications are most critical to your organization at its highest-functioning level. Include the factors that enable your business to run at it’s best and the factors which leave you most vulnerable to threat, loss, or shortage.
- 4) **Plan Your Strategy** - Your strategy is the high-level evaluation which examines how the shutdown recovery fits into your business objectives, and what it will take to implement them. Include such factors as

- a. Results from your self-evaluation, business impact analysis, and risk assessment.
 - b. Budget
 - c. Resource availability (What people, technology, or other physical assets should be included in your recovery plan? How can you ensure their availability when necessary?)
 - d. Technology (Which tools will you use to support your recovery plan?)
 - e. Data (How is your data managed and protected as part of your plan?)
- 5) **Write the Plan** – Your recovery plan is the execution arm of your strategy. It translates your objectives into a tangible checklist of steps to follow that ensures your business is protected. Be sure to include;
- a. The Why – Objectives and goals driving the plan
 - b. The What – Your critical IT systems (prioritized by business impact and risk), plus their expected recovery times, authentication tools, etc.
 - c. The Who – Roles and responsibilities of each involved person
 - d. The When – Clearly define the timeframes by which tasks must be completed or implemented.
 - e. The Where – List any geographical considerations, including availability of material for ordering
 - f. The How – Specific action steps required to restart, reconfigure, and recover. This will also include technological considerations, such as the use of data backup tools.
- 6) **Test Your Plan** – While this step might be easy to overlook, carrying through with this step will identify gaps, incorrect assumptions, technology issues, process inadequacies, missing elements, plan inconsistencies, human resource problems, and more.

The Madison County Chamber of Commerce remains open and available to help! Call us at 515-462-1185 or email Exec.Dir@MadisonCounty.com.