

# GET STARTED – ESTABLISH A PLANNING TEAM

## Purpose

The purpose of this module is to explore Step 1: Get Started – Establish a Planning Team, the first step in the 4-step emergency planning process. Participants will be oriented to a team approach to emergency planning, including functional areas and related considerations such as timelines and budget that are critical to a successful planning effort.

Concepts are reinforced in this step to help ensure application to their business by:

- Reviewing sections of an emergency plan template and identifying resources that will help them in completing an emergency plan for their business.
- Demonstrating an understanding of Step 1 by responding to questions posed at critical decision points in a case study on emergency planning.

## Objectives

After completing this module, participants will be able to:

- Describe the value/benefits of a team approach to emergency planning.
- Create a list of potential team members, in terms of functional areas, to be involved on an emergency planning team.
- Recognize points to be included in a mission statement, schedule, and budget.
- Demonstrate an understanding of Step 1 by responding to questions posed at critical decision points in a case study on emergency planning.
- Identify 2 actions related to Step 1 to implement at their workplace, as well as potential barriers to these actions and how to overcome these barriers.

## Time

50 minutes (9:10-10:00 AM)

## Agenda (Instructional Strategy and Content Outline)

The following topics and activities are covered in this module. An estimate of the time needed to cover each section of the module appears in parentheses.

1. Module Introduction (5 minutes)
  - A. Purpose and Objectives
  - B. Your Internal Planning Team: Reasons for a Team Approach (Orientation to Step 1/The Model)
  - C. Large Group Discussion: Why use a team approach to emergency planning? What are the values/benefits of a team approach?
2. Planning Roles/Responsibilities (7 minutes)
  - A. Functional Roles/Responsibilities on a Planning Team
  - B. Examples of Planning Responsibilities for Team Members
3. Important Preliminary Steps in Emergency Planning (7 minutes)
  - A. Establish Authority
  - B. Create and issue a Mission Statement
  - C. Establish a Schedule and Budget
  - D. Manage Start-Up
4. Emergency Plan Templates and Resources (5 minutes)
5. Case Study: Emergency Planning (20 minutes)
6. Activity: Priority Actions for Your Business (5 minutes)
7. Summary and Transition to Module 2 (1 minute)

## Materials and Equipment

- Participant Guide and Facilitator Guide
- Flipchart, markers, and tape
- Laptop or personal computer (PC) and LCD projector with wireless remote or projector
- 16 PowerPoint slides

## Suggestions for Time Management

- Start promptly on time.
- Watch the clock closely in managing activities and discussions during this module. This module is designed to be highly interactive, including a presentation of the introduction to the case study.



## Cues

PPT 1-1

**5-Minute  
Presentation &  
Large Group  
Discussion**

PPT 1-2

PPT 1-3

**Question**

**Record responses  
on a flipchart**

## Presentations and Activities

### 1. Module Introduction (5 minutes)

- Start this module at the scheduled time.
- Show PPT 1-1.
- Ask participants to turn to Page 1 of this module.
- Conduct a general introduction to this module (Step 1 of the 4-step planning process).
- Show PPT 1-2.
- Briefly review the purpose and objectives of this module.
- Ask participants to turn to Page 2 of this module.
- Show PPT 1-3.
- State that this is the first step of the 4-step emergency planning process that will be explored in this program. Disaster recovery starts before a disaster occurs with the first step in the 4-step emergency planning process: **Get Started – Establish a Planning Team.**
- *Ask: Why use a team approach to emergency planning? What are the values/benefits of a team approach?*
- Have at least 3-4 participants respond briefly to the questions. (Look for responses related to the main points on Page 4. Participants may also have additional ideas.)
- Record responses on a flipchart.

**PPT 1-4**

- Make the following comments:
  - To ensure that this first step is implemented in a way that will start the planning process effectively, your business must determine who will be in charge of developing the emergency plan. Even if an individual is assigned a primary leadership role, a team must share the responsibilities.
  - The objective of the emergency planning team is to prepare for an efficient and timely response during emergencies

**PPT 1-5**

- Show PPT 1-4.
- Ask participants to turn to Page 4 of this module.
- Show PPT 1-5.
- Present reasons for forming a planning team. Make connections with the points that participants share/are reflected on the newsprint.

**7-Minute  
Presentation****PPT 1-6****2. Planning Roles/Responsibilities (7 minutes)**

- Ask participants to turn to Page 5.
- Introduce roles/responsibilities on a planning team with a 7-minute presentation.
- Show PPT 1-6.
- Make the following points about functional roles/responsibilities:
  - As we progress through this course, you will learn about the scope of emergency planning considerations.
  - To help you get started in thinking about all of the issues that must be considered, review the following list of active and advisory roles/responsibilities of emergency team members.
  - Functional roles/responsibilities include, but are not limited to the examples listed in the chart in your PG.
- Highlight examples from the functional roles/responsibilities chart.
- Ask participants to turn to Page 7.
- Make the following points about functional areas on a planning team:
  - Determine who can be an active member of your emergency planning team and who can serve in an advisory capacity.
  - In many cases, one or two people will be doing most of the work.
  - However, at the very least, obtain input from all functional areas under the clear direction of senior management or its representatives.
- Show PPT 1-7.
- Highlight examples from the list of functional areas.

**PPT 1-7**

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| <b>Question</b>                        | <ul style="list-style-type: none"><li>■ <i>Ask: Are there other critical, business support functions to consider?</i></li><li>■ Have at least 1-2 participants respond briefly to the question.</li><li>■ Encourage participants to take notes in the space provided in their PGs.</li><li>■ Ask participants to turn to Page 8.</li></ul>   |
| <b>PPT 1-8</b>                         | <ul style="list-style-type: none"><li>■ Show PPT 1-8.</li><li>■ Present the example of a planning team.</li></ul>  |
| <b>PPT 1-9</b>                         | <ul style="list-style-type: none"><li>■ Show PPT 1-9.</li><li>■ Remind participants to ensure that team members:<ul style="list-style-type: none"><li>– Are appointed in writing by upper management.</li><li>– Have their job descriptions reflect this emergency team assignment.</li></ul></li></ul>  |
| <b>PPT 1-10</b>                        | <ul style="list-style-type: none"><li>■ Show PPT 1-10.</li></ul>   |
| <b>Question</b>                        | <ul style="list-style-type: none"><li>■ <i>Ask: Which functions are represented in your business to involve in emergency planning? How will you ensure all functions are addressed?</i></li><li>■ Have at least 3-4 participants respond to the questions.</li></ul>   |
| <b>Record responses on a flipchart</b> | <ul style="list-style-type: none"><li>■ Record responses on a flipchart.<ul style="list-style-type: none"><li>– Look for responses regarding functions to include a wide variety of functions ranging from HR to production and maintenance.</li><li>– Responses regarding ensuring how all functions are addressed may include personally asking employees to participate and asking a plant manager to appoint an employee to a specific task.</li></ul></li><li>■ Ask participants to turn to Page 9.</li></ul> |
| <b>PPT 1-11</b>                        | <ul style="list-style-type: none"><li>■ Show PPT 1-11.</li></ul>   |



**NOTE**

- Tell participants that in learning about various aspects of emergency planning in this training program, they will start to identify roles and responsibilities that may be assigned to individuals or functional areas at their business.
- Share examples of planning responsibilities listed in the PG.
- Ask participants to turn to Page 10.
- Share examples of planning responsibilities **for each team member**, as listed in the PG.
- Present the information in the **NOTE**.
  - Contact information for team personnel, including those assigned to crisis management and response teams, should be included in your emergency plan.
  - Personal information such as unlisted phone numbers and home addresses should be protected.
  - Also, establish procedures to ensure that the information is kept up-to-date.

**7-Minute  
Presentation****PPT 1-12****3. Important Preliminary Steps in Emergency Planning  
(7 minutes)**

- Ask participants to turn to Page 11.
- Introduce additional preliminary steps in emergency planning:
  - Establish authority
  - Create and issue a mission statement
  - Establish a schedule and budget
  - Manage start-up
- Show PPT 1-12.
- Using the PG as a guide, highlight key points about each of the 4 topics, starting with “establish authority.”
  - Encourage participants to follow along in their PGs as a reference.
  - Spend about 1-2 minutes addressing each topic.

**5-Minute Review/  
Discussion of  
Emergency Plan  
Templates/  
Resources**

**PPT 1-13**

**Make these  
important points**

**Question**

**4. Emergency Plan Templates and Resources (5 minutes)**

- Ask participants to turn to Page 13.
- Conduct a 5-minute **review and discussion** that focuses on an emergency plan template and resources to complete an emergency plan.
- Show PPT 1-13.
- Tell participants that this is the first opportunity in which they will take time after emergency related content to focus on the components (sections) of an emergency plan template.
- Make the following important points:
  - In addition to the identified resources in the PG directions, NSC has prepared a sample template that is integrated throughout the program.
  - This template follows the logic of the Emergency Management Guide for Business and Industry – A Step-by-Step Approach to Emergency Planning, Response and Recovery for Companies of All Sizes, FEMA 141/October 1993.
- Walk participants through the sample template sections on Pages 13-22.
- As you walk through the template sections, pause for a couple questions from participants and make the review as interactive as possible, time permitting.
- *As you review the sections, ask: What additional internal and addition resources will you need to help you complete the emergency plan?*
- Encourage participants to take notes about resources to follow up on upon return to their business.

**20-Minute Case Study****PPT 1-14****PPT 1-15****Debrief****5. Case Study: Emergency Planning (20 minutes)**

- Ask participants to turn to Page 17.
- Introduce the case study that is woven throughout the program (in all 4 steps/modules). The set-up should take 4-5 minutes.
- Show PPT 1-14.
- Review the activity directions.
- Remind participants that they will play the role of a consultant to the planning team at One is Not Enough Cookie Company.
- Show PPT 1-15.
- Take a couple minutes to highlight the key points in the company profile. Also walk through/highlight information in the About Operations and the Facility and About the Community sections.
- Help participants to form small groups of about 4-5 participants.
- Ask participants to turn to Pages 19 and 20.
- Review the questions and ask participants to spend about 5 minutes discussing and responding to each question (10 minutes total).
- Ask each group to identify a recorder and reporter.
- Facilitate a 5-6-minute debrief, splitting time between each question.
  - Possible responses/notes for Question #1
    - The team has selected 3 appropriate people/functions for involvement. However, additional members should be added.
    - Add the Plant Manager, who also has sales and marketing staff as direct reports, to the team.
    - Add the Finance Manager to the team.

**Question**

- Possible responses/notes for Question #2
  - While you can agree with the team having limited information at this point in the process, emphasize the value of using a well thought out, logical process to planning. Remind them that their efforts in thinking through preliminary steps will pay off in the long run as they continuously manage their effort from initial start-up – through implementation. All steps should be revisited and refined, as necessary, throughout all steps of the process.
  - Remind the team that a focus on emergencies will occur in Step 2 of the process in the capability and vulnerability analysis. While a team might be inclined to start with a focus on emergencies, a more effective process is based on thoughtful preliminary planning steps that were presented in this module/step.
  - At an early stage of the process, it appears that a leader is needed to help guide and organize the team and its efforts.
- *Ask: How can you apply your work in this case study to your business situation?*
- Have 1-2 participants respond to this question. Share additional ideas, as time permits.

**5-Minute  
Individual  
Activity****PPT 1-16****Question****6. Activity: Priority Actions for Your Small Business  
(5 minutes)**

- Ask participants to turn to Page 21.
- Facilitate a 5-minute individual activity.
- Remind participants that it is time for them to determine how they will use what they have learned in this module on their jobs.
- Show PPT 1-16.
- *Ask participants: How can you use what you learned in this module to your emergency planning efforts back at your business?*
- Review the directions for the activity and the possible actions provided as examples.
- Allow time for participants to work individually on identifying actions, potential barriers, and how to overcome barriers.
- As time permits, ask participants to share some of their actions.

**1-Minute  
Summary and  
Transition****BREAK****7. Summary and Transition to Module 2 (1 minute)**

- Highlight a few of the key points from this module as you summarize what was covered. Use the objectives as a guide to reinforce important points.
- Tell participants that the next module focuses on Step 2 – Analyze Capabilities, Risks, and Vulnerabilities.
- There is a 10-minute break after this module.

