



## CHECK INSURANCE COVERAGE

Ensure your current insurance coverage is enough for you to continue operating in the event of a long-term crisis. This should include loss of cash flow and other consequences of business interruption.

If you are unsure whether you are adequately covered, speak to your provider about your circumstances as soon as possible.

## CHOOSE A SPOKESPERSON

Who will be the face of your business during a crisis? It doesn't have to be the business owner. If you have the means and find it necessary, you could even enlist the support of a communications professional.

Whatever the case, ensure they can communicate as the single voice of the company, deliver consistent messages and be able to respond to tough questions calmly.

## DELIVER UPDATES ASAP

In any crisis, things can change suddenly and without warning. You need to be agile and respond to these incidents immediately. This means keeping employees updated about any changes to their work straightaway – otherwise, rumours can sow discontent.

Likewise, your loyal customers will want to know whether you are still operating and whether there might be any changes to the sales process. To prevent sales bottlenecks, make sure to keep them posted.

## USE THE POWER OF SOCIAL MEDIA

Harnessing the power of digital media is especially important during a crisis – especially when everyone is isolated at home. You can still deliver your messaging and keep customers updated about your business operations via social platforms and email.



**An unprecedented crisis can cause sudden and overwhelming problems for businesses that aren't prepared. Planning for the unexpected every day can help your business be more agile in the long term.**



To learn more about how to protect your business in times of crisis, visit our [free resource centre](#).