YOUR QUICK GUIDE

Build your “what if” plan

A short guide to keeping essential work moving when normal work stops.

Your mission

Choose one disruption. Decide what must continue, who takes charge and how your team will work safely until normal service returns.

03-04 / Spot the weak points

Meet Maya and decide which work matters first.

05-06 / Prepare a usable fallback

Map dependencies and create a one-page response card.

07-09 / Practise and communicate

Rehearse, protect records and keep people informed.

10-11 / Explore 10 business ideas

Each idea includes a practical first test.

12-14 / Put the plan to work

Seven-day action plan, worksheet and useful sources.

01 / UNDERSTAND IT

When the usual way stops

Business continuity means planning how essential work can resume.



Meet Maya.

Fictional example

Her gift shop loses access to its order system on a busy morning.

She has boxes ready, but cannot confirm which orders are paid. Sending them from memory could create more problems.

A pause can be the right first move

Maya pauses uncertain dispatches, checks the facts and uses her prepared contact list. She can explain the delay while the system owner investigates.

☺ MAYA'S FIRST RULE

"Protect people first. Then protect the promises we can still keep."

02 / PICK YOUR PRIORITIES

What cannot wait?

Start with consequences, not a long list of everything that might happen.

Name the essential work

List the jobs customers or staff depend on: receiving urgent messages, accessing orders, delivering paid work and paying essential bills. What fails if each job stops?

Set a realistic recovery target

For each job, choose the longest tolerable interruption and a shorter target for restarting a minimum service. Include time to discover the problem and activate the fallback.

Agree what can wait

A promotion may wait while urgent orders are checked. Write the minimum service you can safely offer. Do not treat every task as equally urgent.

FICTIONAL EXAMPLE

Maya aims to reply to affected buyers within two hours. She treats that as a planning target, not a guarantee that every outage will end in two hours.