

## Other disasters

You should assess many other potential disasters. Here are just a few:

- » Labor disputes
- » Loss of key staff because of resignation, injury, sickness, or death
- » Workplace violence
- » Public health issues, such as epidemics, mold infestations, and so on
- » Loss of a key supplier
- » Nearby disaster, such as a fire or police action across the street that results in your business being temporarily blocked off

## Analyzing the Impact of a Disaster

With a good understanding of the types of disasters that can affect your business, you can turn your attention to the impact that these disasters can have on your business. The first step is to identify the key business processes that can be impacted by different types of disasters. These business processes are different for each company. For example, here are a few of the key business processes for a publishing company:

- » **Editorial**, such as managing projects through the process of technical editing, copyediting, and production
- » **Acquisition**, such as determining product development strategies, recruiting authors, and signing projects
- » **Human resources**, such as payroll, hiring, employee review, and recruiting
- » **Marketing**, including sales tracking, developing marketing materials, sponsoring sales conferences, and exhibiting at trade events
- » **Sales and billing**, such as filling customer orders, maintaining the company website, managing inventory, and handling payments
- » **Executive and financial**, such as managing cash flow, securing credit, raising capital, deciding when to go public, and deciding when to buy a smaller publisher or sell out to a bigger publisher