

Disaster Preparedness and Business Continuity for Impacted Communities

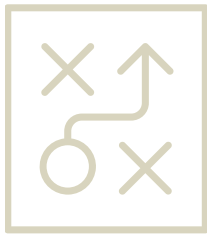


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Program

A Local Workforce Development Board (WDB) partnered with their local Chamber and Small Business Development Center to host a series of Business Continuity seminars for their local businesses, with an emphasis on recruiting larger employers who were also higher risk for successful disaster recovery.



Challenge

Having only historical impact data, the Chamber and WDB lacked the data and insight to identify and invite larger employers in target industries (manufacturing) who were also in higher-risk disaster zones and statistically more likely to struggle with post-disaster recovery.



Solution

Using EconoVue data on business location, industry sector, current health, and future risk, the WDB created a targeted outreach strategy to a prioritized subset of their business community as first invitees to the Business Continuity seminars.

Continued >



Solution

EconoVue filters used in this analysis:





Results

From a total of 14,000 businesses in their region, the WDB identified 178 manufacturers with 50 or more employees. They then identified 51 businesses that exhibited higher levels of current or future business risk, which served as a leading indicator of potential difficulties with disaster recovery.



Bottom Line

By prioritizing outreach and engagement based on target audience data and program relevance, WDBs can quickly, effectively, and proactively assign available program resources to the most eligible businesses for proactive support and assistance.