

The Briefing

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Resilient Business Initiative

This is part 2, the next step – “Who you gonna call”?

Emergency Contact & Communication Framework

Building the First Essential Layer of Your Resilience Plan



Overview

With your primary risk profile identified last week, we now move to the most fundamental operational requirement during any disruption: the ability to communicate quickly, clearly, and reliably.

Many businesses experience unnecessary delays, confusion, or financial loss during emergencies not because of the event itself, but because they cannot reach the right people at the right time. A well-organized Emergency Contact & Communication Framework ensures your team knows who to call, how to communicate, and what steps to take when normal operations are interrupted.

This is the first structural component of your Business Resilience Playbook.

This Week’s 10-Minute Task: Create or update your Emergency Contact & Communication Framework by gathering the following information:

Leadership & Internal Contacts

- Owner / General Manager
- Secondary decision-maker
- Key employee contacts (under the Incident Command System this would be the directors responsible for FINANCE – LOGISTICS – OPERATIONS – COMMAND)
- After-hours contact numbers

Critical External Contacts

- Electric, water, and gas utilities
- Internet/IT service provider
- Insurance agent and claims hotline
- Cybersecurity or IT support
- Building management or landlord

Communication Methods

Select your primary and backup communication channels:

- Group text
- Phone tree
- Email blast
- Messaging app (Teams, Slack, WhatsApp)
- Automated notification system (if available)

Store this document in:

- A printed copy at your business – one binder that vital staff knows about and where to find it.
- A digital copy accessible off-site – loaded on laptops or an external drive for each key player.
- A shared folder for leadership access

Why This Matters

A disruption is not the time to search for phone numbers or wonder who is responsible for what (look back at my mention of the Incident Command System -ICS).

A clear communication framework:

- Reduces confusion
- Speeds up decision-making
- Improves employee safety
- Minimizes downtime
- Ensures continuity even if leadership is unavailable

This is one of the simplest and most impactful steps a business can take toward resilience.

Convert the below basics to a spreadsheet or template of your liking. Few things are better to hear in a debriefing than your people commenting on how smooth communication was established and that the directions were coming quickly and clearly from authorized people that knew the answers to the test.

Emergency Contact & Communication Template

SECTION 1 – LEADERSHIP CONTACTS

Primary Decision-Maker:

Name: _____

Phone: _____

Email: _____

Secondary Decision-Maker:

Name: _____

Phone: _____

Email: _____

SECTION 2 – KEY EMPLOYEE CONTACTS

Name	Role	Phone	Email
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SECTION 3 – CRITICAL VENDORS & UTILITIES

ServiceCompany	Contact	Phone
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Electric

Water

Internet/IT

Insurance

Cyber Support

SECTION 4 – COMMUNICATION METHODS

Primary Method: _____

Backup Method: _____

Who is authorized to send emergency messages?

- 1.
- 2.

Looking Ahead

Next week, we will identify and protect your critical business operations – the essential functions that must continue even during a disruption. This step builds directly on the communication framework you created today.

Legislative Update

The State Legislative session has ended. Any updates with specific VACC issues will be updated in The Brief as they come to our attention.

Sarasota County held a commission meeting and a budget workshop this week. VACC is monitoring commission discussions on the State of Florida proposed Live Local Act.

The Sarasota County Commission is signaling heightened caution and legal defensiveness toward the Live Local Act. Commissioners are responding to strong constituent concern, unclear statutory language, and emerging statewide litigation that challenges developer interpretations. The County is preparing to slow approvals, tighten legal review, and clarify which zoning districts legitimately qualify under the Act.

Public comment to the Commission was significant on the issue of the Manasota Beach Rd. expansion.

Venice City Council met this past week. During the meeting the Council approved the establishment of the Nokomis Groves CDD. This development will affect future infrastructure and development in that area. The Council also reviewed petitions for design alternatives and additions to historic properties, reflecting ongoing efforts to balance development with preservation.