



Firestorm's mission is to build strong *Disaster Ready People* and *Disaster Ready Businesses*. We achieve this mission through consulting services and products that focus on establishing nationwide readiness before disaster strikes. Firestorm is a national leader in crisis management & communications, vulnerability/threat assessment, risk mitigation and business continuity planning.

Today, organizations face a variety of risks and threats, from daily operations to disasters and crises that create significant disruptions. Most organizations never realize the vulnerabilities they face or the inadequacy of their planning initiatives until *after* disaster strikes.

In almost every organization, Firestorm has found Five Common Failures.

Failure to:

- **Control Critical Supply Chain**
- **Train Employees for Work and Home**
- **Identify and Monitor all Threats & Risks**
- **Conduct Exercises & Update Plans**
- **Develop a Crisis Communication Plan**

40% of businesses struck by a disaster never reopen, and of those that reopen, 25% close within 2 years. (Source: US Dept. of Labor & FEMA)

Most corporate disasters and crises are preceded by warning signals. Acknowledging these signals and developing plans and infrastructure to manage the events which follow, dramatically improves the outcome for all stakeholders. Firestorm's proven methodology leads to active participation among all levels and divisions within an organization. This involvement accomplishes buy-in and active support of the overall planning process and, more importantly, facilitates coordination in the event of a crisis. Increasing awareness and obtaining agreement on the vulnerabilities, decision criteria, action plans, coordination, as well as execution is critical to the success of any plan.

Firestorm differentiates itself from other business continuity service providers with its unique **PREDICT. PLAN. PERFORM.™** process. Firestorm deliverables include critical decision support and crisis management, communicable illness/pandemic plans, emergency operations and business continuity/disaster recovery plans, vulnerability analyses and risk assessments, as well employee/client training and presentations.



PREDICT. PLAN. PERFORM.™

Proper business continuity planning requires that companies **PREDICT** the vulnerability, **PLAN** the response, and **PERFORM** when the event occurs.

<p>PREDICT: <i>Classify critical vulnerabilities, identify key emergency personnel, ascertain critical decision processes, analyze gaps, identify infrastructure and supply chain needs; and define communications requirements.</i></p>	<p>PLAN: <i>Develop the strategy; construct the overall plan, involve the appropriate personnel to assure their buy-in and commitment.</i></p>	<p>PERFORM: <i>Establish protocols for implementation, community involvement, communications, test exercises, audits, reviews, updates, and compliance.</i></p>
<ul style="list-style-type: none"> ✓ Business Continuity Self-Assessment ✓ Benchmark/Gap Analysis ✓ Business Impact Analysis ✓ Compliance Review ✓ Red Flag/Identity Protection ✓ Risk Analysis ✓ Vulnerability Analysis 	<ul style="list-style-type: none"> ✓ Business Continuity ✓ Communicable Illness ✓ Continuity of Operation ✓ Crisis Management ✓ Disaster Recovery (IT) ✓ Red Flag/Identity Protection ✓ Security ✓ Workplace Violence 	<ul style="list-style-type: none"> ✓ Crisis Management ✓ Education & Training ✓ Exposure Mitigation ✓ Program Management ✓ Staff Augmentation ✓ Risk Management ✓ Test Exercises

What can Firestorm do for you?

Firestorm specializes in disaster mitigation by helping organizations identify vulnerabilities and establish appropriate enterprise programs for business continuity and crisis management. Firestorm’s services help clients protect their employees, assets, revenues, reputation and, ultimately, the value to all stakeholders. Firestorm services are designed to include emphasis on the human component in every crisis. Firestorm’s core philosophy is ‘**Every Crisis is a Human Crisis**’, and this philosophy is embedded into all recommendations and implementations, to ensure organizations focus on people, processes, and procedures.

Firestorm serves its network of clients through offices in Atlanta and New York, and is staffed by attorneys, engineers, and business continuity professionals. In addition, Firestorm utilizes its Expert Council™ which is comprised of recognized specialists from various disciplines, professions and industries. Together with the Firestorm Solutions Board™, these talented individuals bring a level of credibility and skill to the planning process which cannot be matched by any other organization. It is the breadth and depth of Firestorm’s human capital that distinguishes Firestorm from other consulting firms. For more information, please contact us at 1-800-321-2219 or visit our website at www.firestorm.com.

[Click here for access to a more detailed and comprehensive description of Firestorm’s Capabilities.](#)