

# Sample

# Novel Coronavirus Covid-19

# Business Response Plan

*Startup & Small Business Plan Version 2.1 - March 15th, 2020*

## **Response Overview**

The novel Coronavirus COVID-19 has spread very rapidly worldwide and is the cause of a large number of deaths. Many countries have insufficient capacity for testing. At the same time, many people are infectious before they show symptoms. Therefore, it is likely that communities have a large number of people with undetected COVID-19. This is a risk for your team members, their families and your community.

According to the research, social distancing is the most effective method to slow down and halt the spread of COVID-19. Given the serious threat this virus poses to our vulnerable population and healthcare systems, we recommend that all companies immediately close down offices. This will help lessen the risk for your team, their families, and your community. Even if the number of cases in your community is low, it is vital to take action early due to the rapid spread of the virus.

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## **Response Plan**

Strong actions by companies and governments are required to Stop the Spread. Below are some recommended actions:

1. Close your office to non-essential staff and all visitors.
1. Determine who can work from home and for who it is absolutely necessary to be at the office.
2. Supply hand sanitizer, wipes and other sanitization tools at entrances and other key locations.
3. Adapt your office to accommodate for more distance between team members and ensure proper social distancing can be enacted.
2. Set up technology and other ways of working to support remote work.
  1. Invest in reliable virtual communication tools such as Zoom and Slack.
  2. Ensure that your team members understand how to use your communication tools and which tool should be prioritized for specific use cases.
3. Assign a primary and secondary contact person for your staff.

1. Identify a point person to collect team member feedback, monitor the local situation and report analysis to the management team, ideally someone conservative.
  2. Empower the point person with the necessary authority to make quick decisions that can save lives.
  3. Review any ideas and concerns submitted with the company management team for implementation.
  4. Establish a management meeting and, if needed, a task force to keep track of the developments in your community and to adapt your response.
1. Schedule regular weekly meetings with all team members to ensure that everyone is engaged.
  2. Schedule at least a bi-weekly check in with your task force to update your company response based on recent developments.
  3. Anticipate a loss in productivity from your team members due to the stressful situation and be sensitive to this fact.
  5. Reinvest the time normally spent commuting into building team morale and support.
1. Expect higher levels of stress and anxiety among the team, as well as feelings of isolation from working remotely.
  2. Check in with your team members daily to ensure that everyone is holding up and managing the stress well, offering support as needed.
  3. Work to keep morale as high as possible to reduce the economic impact of the virus on your company.
  6. Consider ways to preserve capital and continue operations.
1. Examine any effects of lost productivity due to working remotely, lost revenues due to business slowdowns and delayed supply chains.
  2. Project a difficult economic climate for operations and financing that will last 90 days or more, depending on the strength of the local response.
  3. Conserve the necessary operating capital to operate through the impacted period and recovery, planning business alterations now to preserve the necessary capital.

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### **Communication Template**

**SUBJECT: COVID-19 Update**

**Dear Team,**

We have been monitoring the novel Coronavirus COVID-19 situation closely. To keep you, your family members and our communities safe, we will be making some changes in our operations.

**Effective from Monday, March 15th, 2020 until Friday, April 3rd, 2020, which may be extended, we are implementing the following updates:**

- **Our offices are closed**
- **All travel is canceled**
- **[Insert any other key updates that are essential to your business]**

### **Response Contact**

If you suspect or are confirmed having contracted COVID-19, or have any questions or concerns about our response to the pandemic, please contact:

#### **Primary Response Contact**

[name], [title] - [email] - [phone]

#### **Secondary Response Contact**

[name], [title] - [email] - [phone]

### **Facility Closure**

Our offices are currently CLOSED to all non-essential team members and those who are able to work from home. In case that you need to be at the office for a business critical reason, please reach out to the Response Contact above.

For any team members that must be at the office, please follow these guidelines:

- Avoid travelling with public transportation, especially during peak times.
- Wash your hands immediately after arriving at the office for at least 20 seconds with soap.
- Avoid touching your face, mouth or eyes.
- Do not shake hands and maintain a distance of 6 feet between co-workers.
- If you are feeling unwell, please leave immediately.

### **Working Remotely**

We are taking this unusual time as an opportunity to experiment with new ways of working.

- **Meetings** - We will replace all in-person meetings with (Zoom/Uber Conference/Skype)
- **Collaboration** - We will be using (Slack/WhatsApp/Email/Trello/Notion/Basecamp) to keep everyone up-to-date

We want to be successful working remotely and here are some best practices to ensure this:

- **Communication** - Over-communicate about what you are working on. There is no such thing as over-communication, however, please use online notifications respectfully.

- **Tolerance** - Assume the best of intentions with written messaging. Without in-person interaction, it may be harder to interpret the meaning and tone of a message.
- **Availability** - Some team members may have family members at home to care for. Please advise your co-workers of your schedule and particular circumstances, so that we can best adapt work at this unusual time.
- **Scheduling** - Divide your day in deep work when you prefer not to be disturbed, and shallow work when you are available to colleagues, and communicate that to your colleagues.

### **Travel Postponement**

We are postponing all work-related travel, both international and national. We recommend that you also postpone all non-essential personal travel. If you must travel, take necessary precautions recommended by health authorities to prevent being infected by COVID-19.

### **Sickness and Absences**

If you experience symptoms of COVID-19, particularly a fever and cough, if you have been to an area with an outbreak or if you have been in close contact with an infected person, please let the Response Contact know and contact the health authorities for further advice.

Please take any time off to recover from illness during this period. To avoid overwhelming our medical system, you do not need a note from a doctor about illness to take leave. Any absence due to due illness is automatically approved, and the resulting period of sick leave is compensated by the governing company guidelines.

### **Staying Safe**

Please be aware of your role in our community to help stop the spread:

- **Contact** - Avoid physical contact, such as handshakes and kissing.
- **Hygiene** - Wash your hands. Avoid touching your face, eyes, mouth and nose.
- **Events** - Avoid events with 10 people or more and stay 6 feet away from others at events.
- **Coughing** - Cover your mouth when coughing, ideally with disposable paper.

### **Mental Wellbeing**

Please take the time to care for your mental wellbeing. Based on the World Health Organization's guidelines, here are some helpful principles to follow:

- **Anxiety** - If you are feeling anxiety, avoid watching, reading or listening to news that may increase your distress. Use news to take practical steps, and set aside a couple times per day to review the news, versus a continuous stream.
- **Stress** - If you are feeling stressed, take a break and do something relaxing, such as reading a book or watching a television show.

- **Empathy** - If you are upset, be empathetic to the others around you that may also have higher levels of anxiety and stress.
- **Language** - Be careful in the language that you use by being thoughtful in your working and by referring to “people who have COVID-19”, “people who are being treated for COVID-19”, and “people who are recovering from COVID-19.”

### Local Health Contacts

If you have questions about COVID-19, please contact the healthcare providers listed below. Be mindful that this is a time of increased demand for their services:

Location 1

Advisory phone number: (phone number)

Local health information: (website)

### Conclusion

We believe these measures will help keep you, your family and our community safe. Our approach is based on learning what has worked in areas that have successfully contained COVID-19.

While this is an uncertain time, by working together and taking the measures needed, we can stop the spread of the virus and protect most vulnerable members of our society. Thank you for your help.

(Company Leader/CEO)

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### Resources

#### From CDC

- Prevention: <https://www.cdc.gov/coronavirus/2019-ncov/prepare/prevention.html>
- In Case of Illness: <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/index.html>
- Traveling: <https://www.cdc.gov/coronavirus/2019-ncov/travelers/index.html>
- Prevention: <https://www.cdc.gov/coronavirus/2019-ncov/prepare/prevention.html>

#### Virtual Communication Tools

There are many virtual meeting and communication tools on the market. We have compiled a list below from companies that are best in breed. Some are offering special deals to its customers due to the virus:

- Zoom Video Conferencing: <https://zoom.us>
- Google Hangouts - <https://fndri.com/2WeOfuh>
- Microsoft Teams - <https://fndri.com/2QkjlR8>
- Slack - <https://slack.com>
- Asana - <https://asana.com>

- Trello - <https://trello.com>