



**NATURAL
DISASTER
IMPACT**

IMMEDIATELY
40%
OF SMALL
BUSINESSES
WON'T REOPEN

1 YEAR LATER
25%
MORE SMALL
BUSINESSES
WILL CLOSE

3 YEARS LATER
75%
OF BUSINESSES
WITHOUT A CONTINUITY
PLAN WILL FAIL

The average daily loss of a business that closes due to a disaster:

\$3,000
SMALL BUSINESS

\$23,000
MEDIUM SIZED BUSINESS

**WHY
IS THIS IMPORTANT?**

SMALL BUSINESSES ACCOUNT FOR **99%** OF ALL COMPANIES

 **SMALL BUSINESSES**

SMALL BUSINESSES EMPLOY **50%** OF ALL PRIVATE SECTOR EMPLOYEES

Source: Bruce Blythe, CEO, Crisis Management International in Blindsided: A Manager's Guide to Catastrophic Incidents in the Workplace By Bruce T. Blythe (Portfolio Hardcover, August 22, 2002), 2014 data from the Federal Emergency Management Agency (FEMA) and US Department of Labor