



Alliance Solutions Group, Inc.  
*Preparing for a Safe and Secure Tomorrow*

# CREATING ECONOMIC RESILIENCE: A WHOLE COMMUNITY APPROACH

*EMPOWERING LEADERS  
TO BUILD  
RESILIENT ECONOMIES*


Global disasters can have significant impacts on the local economy. Major disasters adversely affect regional economies through lost revenue, income, taxes, jobs, and assets. Many Economic Development Organizations (EDOs) lack the resources, methods, and training to help businesses in their regions build economic resilience to survive and recover from major disasters. ***According to FEMA, 75% of companies that do not have business continuity plans will fail within three years of a natural disaster.***

This course is designed to provide regional economic developers with the resources, knowledge, and tools to empower local businesses in building economic resilience to withstand the disasters they may face.

**Find Out More:**



***Contact ASG to Find Out More***

 757-223-7233

 [instructor@asg-inc.org](mailto:instructor@asg-inc.org)

 [www.asg-inc.org](http://www.asg-inc.org)



# CREATING ECONOMIC RESILIENCE: A WHOLE COMMUNITY APPROACH

## Course Overview:

This course will provide business leaders with the knowledge and framework for understanding their disaster risks and how these risks may impact business strategy and operations. By understanding the community's threat/hazard profile and businesses' economic, geographic, and operating risks within the same framework, business leaders can embark on economic resilience strategies. The webinar goal is to provide business leaders with a framework for strengthening resilience, mitigating risks, and ensuring continuity of operations through all types of hazards and threats which can cause shocks or stressors to the business and local economy. Participants will learn more about leveraging external resources such as economic development organizations (EDO) and strengthening interdependencies within the business community. This seminar will also assist EDOs in understanding how they can support the business community before, during, and after a disaster by recognizing regional economic risks posed by disasters and how to work with the public and private sector to mitigate these risks. This webinar is a knowledge-based course to provide a common framework needed for conducting a workshop (part II) for a specific business or community.

## Target Audience:

Emergency managers, economic development organization personnel, and commercial services personnel.

## Course Length:

1 hour recorded webinar

## Course Objectives:

- Identify roles for business operators and economic development organizations.
- List business risks and their impacts on operations and the economy.
- Describe local threats and hazards.
- Identify general economic drivers and indicators as well as sources for the indicators.
- Describe localized economic drivers by sector.

## Course Topics:

- Culture of Preparedness
- Emergency Management Mission Areas
- Traditional Role of EDOs
- Strategic Role of EDO
- Community Lifelines
- Business Model Canvas
- Business Risks, Threats, and Hazards
- Contributing Factors to Disaster Risks
- Resilience Analysis & Planning Tool
- Risk Mapping, Assessment & Planning
- Threat & Hazard Identification Risk Assessment (THIRA)
- Hazard Identification & Risk Assessment (HIRA)
- NAICS Codes
- Risks to Economic Stability

## Certification:

A certificate of completion will be given to those participants who pass the test with a score of 70% or higher. Students who do not achieve a score of 70% or higher will be allowed to retake the test an additional two times.