



/// WELCOME

# Crisis after Crisis:

## Reimagining Corporate Disaster Response



Virtual Event



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# Audience Guidelines & Tech Tips

- We want to hear from you throughout this conversation!
  - **Please introduce yourself in the chat.** Share your name, organization, and where you are joining from today.
  - **Share your questions in the Q&A Box.** We will be reserving time at the end of each round for Q&A.
- Tech Tips
  - **The recording and slides will be made available on FSG.org.** We'll send you an email once they're online.
  - **If you wish to turn on live captions,** go to Live Transcript in your webinar menu and choose "Show Captions."
  - If you have technical difficulties or need help with anything, please email [info@fsg.org](mailto:info@fsg.org)

# /// PANELISTS



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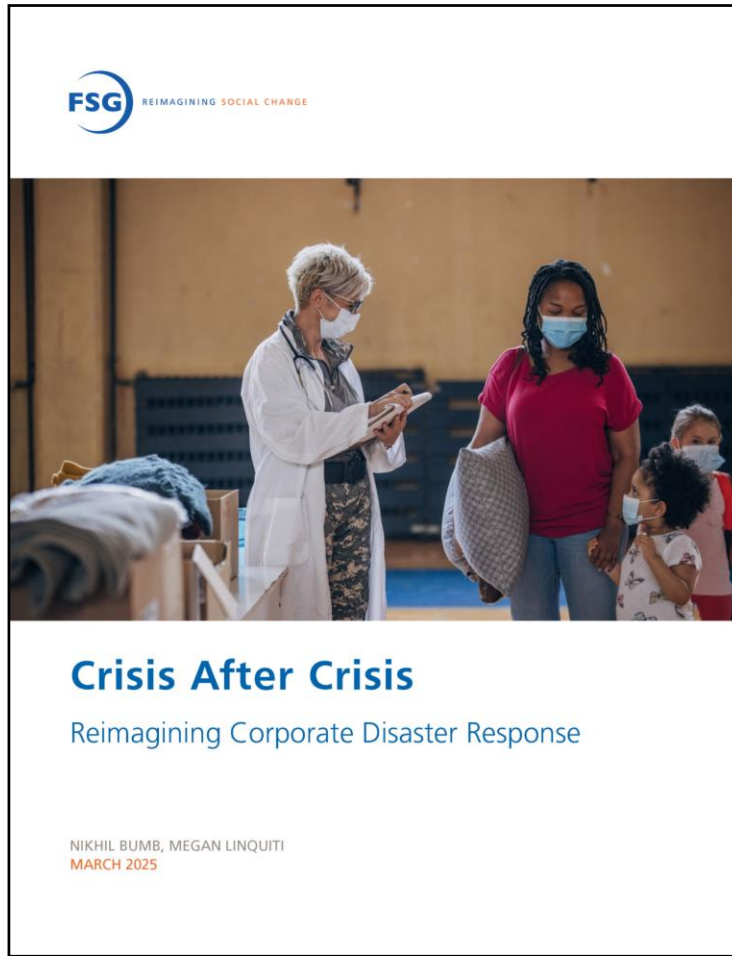
# Current landscape



- Disasters are increasing in **frequency, intensity, and cost**
- Corporate disaster **giving is on the rise**
- Employees, customers, and the public **increasingly expect companies to respond to crisis**

# Crisis After Crisis

## Reimagining Corporate Disaster Response



### Inside, you'll find:

- ✓ **Six trends** in how companies are evolving their disaster response
- ✓ **Real-world examples** of how **15+ companies** across industries have structured their efforts
- ✓ **Tools and guiding questions** for maximizing the impact of your disaster response
- ✓ **Emerging best practices** in corporate disaster response

**Available for download at:**

<https://www.fsg.org/resource/crisis-after-crisis/>

# What we hope you'll get from today's event

**1** Tools and frameworks for decision making on when, where, and how to respond to disasters

**2** Proactive and innovative strategies that companies can utilize when responding to disasters

**3** Opportunities for connection and collaboration across the disaster response ecosystem

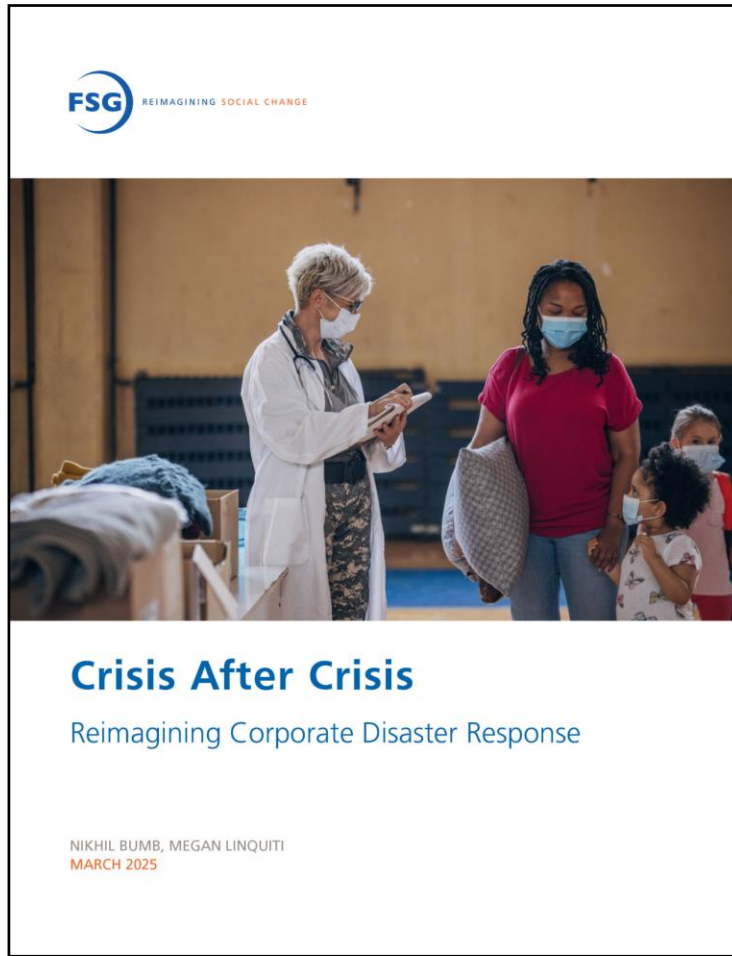
# Zoom Audience Poll

**Does your company currently have a structure or tool (e.g., criteria, process) to support decision-making when a disaster occurs?**



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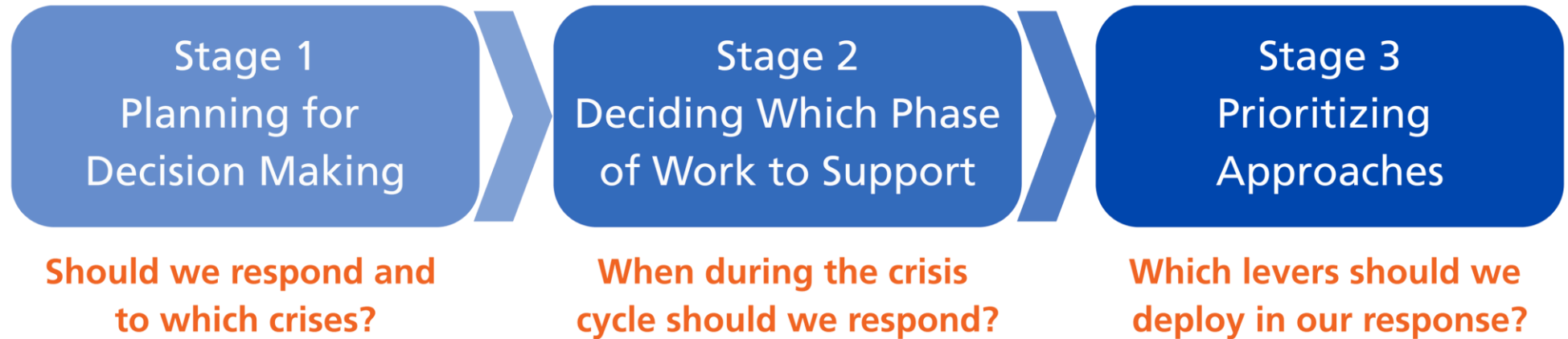
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Strategic questions can guide companies in how to structure and maximize the impact of disaster response

## Stages of Corporate Disaster Response



# Stage 1 – Planning for Decision Making

## Should we respond and to which crises?

### Common Criteria:

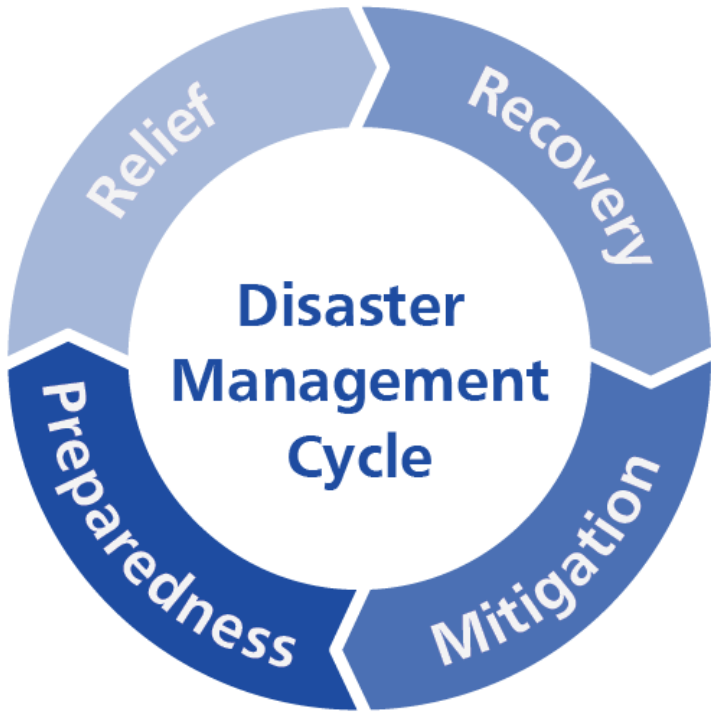
- ✓ Geographic and operational overlap
- ✓ Employee expectations
- ✓ Stakeholder relevance
- ✓ Size of community need
- ✓ Ability for impact
- ✓ Reputation
- ✓ Business continuity and risk

### Useful Tools:

- ✓ Disaster assessment scorecard or framework
- ✓ Menu of response options
- ✓ Well-defined decision-making structure
- ✓ Clear executive buy-in ahead of disaster

# Stage 2 – Deciding Which Phase of Work to Support

When during the disaster management cycle should we respond?



# Zoom Audience Poll

**Which phase of the disaster management cycle do you support?**

- Relief
- Recovery
- Mitigation
- Preparedness



# Stage 3 – Prioritizing Approaches

## Which levers should we deploy in our response?

### Six primary levers in a company's disaster response portfolio:

- ✓ Employee relief and disaster plan
- ✓ Grantmaking
- ✓ In-kind donations
- ✓ Core business capabilities
- ✓ Employee activation
- ✓ Public engagement and corporate voice

# Thank you!

**Please take a moment to fill out a short, 2-minute survey and let us know what you took away from today's webinar.**

**Your feedback helps us to understand how well we are supporting you in your work and plan for future events.**

