

The Business Hurricane Preparedness Checklist

Continuity Planning

Assign key roles and backups for emergency operations

Example: Your operations manager should know who to call, where backups are stored, and who handles customer updates if you're unavailable.

Identify alternate work locations (remote or temporary office)

Tip: Partner with a co-working space or have a remote-ready plan for your team.

Create a storm protocol plan with clear timelines

Example: When the storm is 72 hours out, start battening down. At 24 hours, shut down operations.

Test your emergency plan annually

Tip: Simulate a real scenario with your team and review what worked and what didn't.

Property Protection

Secure windows, doors, and roof structures

Example: Use storm shutters and reinforce doors, especially warehouse or delivery entrances.

Move valuable equipment away from windows or to higher ground

Tip: Elevate servers and electronics on metal shelving or above flood lines.

Unplug all nonessential electronics

Example: Surge protectors help, but full power-down prevents fry-outs during surges.

Stock sandbags or flood barriers if in a flood-prone area

Tip: Keep supplies on-hand, not in a last-minute panic from the hardware store.

Data & Records

Back up all critical data offsite or in the cloud

Example: Use encrypted cloud backups with version history—daily if possible.

Store physical records in waterproof containers or scan them

Tip: Fireproof + waterproof storage boxes are worth every penny.

Keep copies of insurance policies, licenses, and banking info offsite

Example: Save a copy to a secure USB drive stored at home or with a trusted partner.



Post-Storm Recovery

Document damage with photos/videos before cleaning up

Example: Walk the perimeter and inside with your phone before touching anything.

Notify insurance providers immediately

Tip: Most policies have a limited window for claims—call even if you're not sure yet.

Prioritize safety checks before reentering the building

Example: Look for live wires, gas leaks, and water damage before sending in staff.

Contact customers with service updates or delays

Tip: Be honest, clear, and human. Customers appreciate transparency during chaos.