

HELLO, CRISIS?!?

October 6, 2020

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Discussion Topics

- A Practical Approach to Pandemic (or Crisis) Planning
- A Sample Business Pandemic Plan
- Reimagining Your Business/ Practice Amid Pandemic (or Post Crisis)

Practical Principles

- Planning ahead is key.
- Communication is essential.
- Big challenges bring big opportunities.

Business Continuity Planning

- Business continuity planning is planning for the unknown.
- Provides the opportunity to contemplate a variety of potential scenarios and consider in advance how the organization will respond.
- To be effective, communication within the organization which is frequent, timely and transparent is essential and will drive the overall success of the plan.

Business Continuity Planning

- Planning ahead is fundamentally important to achieving success.
- Planning for a pandemic (or crisis) is very challenging.
- Occurrences in the future are unknown so it's important to contemplate a variety of potential scenarios and consider in advance how you would respond in each of those scenarios.

Business Continuity Planning

- Most organizations have a basic emergency response plan, which is important, but it may not be exactly what you need at the time of a crisis as it likely hasn't been fully tested.
- When it was drafted, you didn't know what you didn't know.
- Strong technology infrastructure, software and hardware to ensure your team can work effectively remotely is worth the investment.

Key Considerations in Planning

- Protect your people, clients and communities.
- Form a cross-functional response team and appoint a reliable leader for this team.
- Define financial scenarios and contingency plans.
- Stay close to clients (virtually).
- Stay connected and informed - internally and externally.

Communication

- Communication is essential, especially when responding to a crisis.
- As fear and uncertainty sets in, people want to know how you are going to respond.
- Share your plan broadly, even if it isn't perfect.
- Embrace the importance of transparent, frequent and meaningful communication.

Internal Communication

- Establish a regular communication program with your stakeholders – in writing (via email), live virtual updates, whatever makes sense for your business.
- When members have confidence that communication will be transparent and timely, they take comfort.
- This enables everyone to stay focused on what matters most to their specific roles and drives success for the business.

Tough Decisions

- Make the tough decisions.
- Be reasonably aggressive.
- Can run out of runway quickly.
- It's important to keep your owners/Partners updated on the financial scenarios so they understand your decisions.
- It's also important to be as transparent as you can with employees and explain the “why” so they also understand the decision.

External Communication

- Prompt external communication helps clients and the marketplace understand your response.
- Communicate electronically as a firm and as individual lawyers.
- Call your top clients to check in and to reassure them that you are available to guide them through the uncertainty.
- Maintain communication with your clients and the marketplace as you work through the crisis.

A Sample Business Pandemic Plan

Business Pandemic Plan Tips

- Keep it simple and straightforward.
- Contemplate the scenarios you may face.
- Think about what high level measures may address each scenario.
- Lean on subject matter experts in each of your business areas to build supporting operational plans.
- Evolve the plan as necessary.

A Plan

- Have provided McInnes Cooper's COVID-19 Disease Outbreak Response Plan.
- Built off our pre-existing Pandemic Plan.
- We also have detailed operational plans for departments and business units which complement the firm plan.
- Scale and scope is determined by the size and characteristics of your business.

Suggested Components of a Plan

- Purpose/ Objectives
- Plan Phases
- Triggers, Measures and Status of Phases
- List of Emergency Response Team Members

Reimagining Your Business/ Practice

Reimagine

- Big challenges bring great opportunities.
- The transition to the “next” normal requires us to re-examine our business/ practice.
- We have worked faster and better than we thought was possible.
- Important to determine which developments generate lasting value and incorporate into the reimagination of your business/practice.

Reimagine Continued

- Engage all stakeholders in this exercise.
- Connect with clients to understand their next normal.
- Collaborate with other lawyers and law firms on influencing developments in the legal system.
- Embrace change and innovation.
- Never let a good crisis go to waste.

Questions?



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