**Crisis Management Guide**

for [YOUR BUSINESS NAME HERE]

**TABLE OF CONTENTS**

Life Threatening Emergencies [RED TABS]

* **Medical Emergency**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Resources
* **Structural Fire**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Resources
* **Dock Fire**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Resources
* **Boat Fire**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Resources
* **Poisoning**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Resources
* **Other?**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Resources

Potential Emergencies [YELLOW TABS]

* **Boating Accident**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Resources
* **Overdue Boater**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Resources
* **Gas Leak**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Resources
* **Pandemic**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Resources
* **Hurricanes & Other Severe Storms**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Resources
* **Flooding**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
* **Low Water**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
* **Other?**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Additional Resources

Other Situations [GREEN TABS]

* **Harmful Local, State or Federal Legislation or Regulation**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Additional Resources
* **Unexpected Key Employee Death, Illness or Resignation**
	+ Who to contact and how to contact them
	+ What to do
	+ Information to collect
	+ Additional resources:
		- Organizational chart
		- Job descriptions for each role
		- List of which team members have been cross-trained for each role
		- List of key dealership processes and where they are located
* **Other?**

Other Key Resources [BLUE TABS]

* **Customer contact list**
* **Employee contact list**
* **Community contact list**
* **Advocate contact list**
* **Guides & tools**