**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**