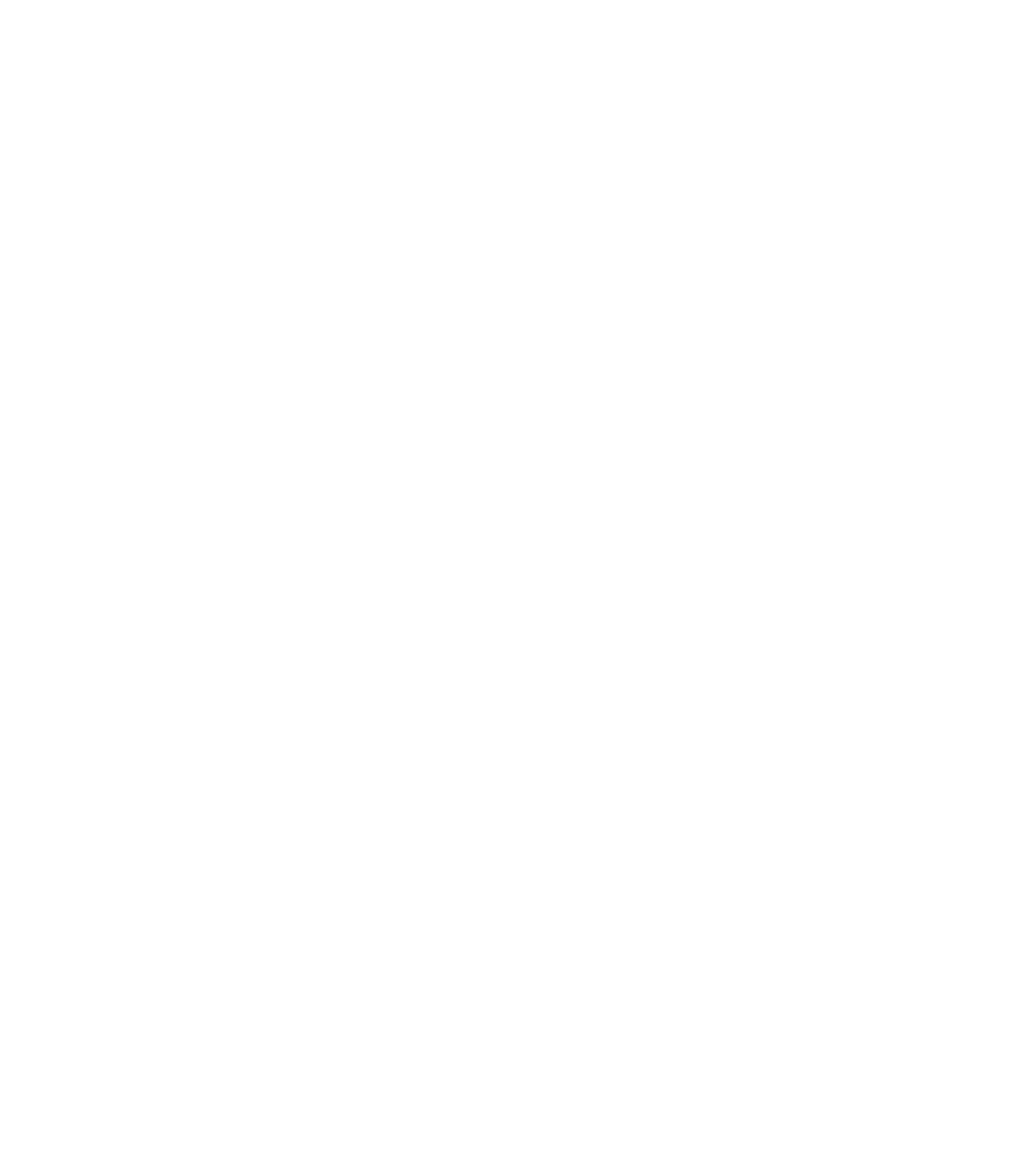
**INTRODUCTION TO THE  
‘WORKSHOP IN A BOX’**



BUSINESS PREPAREDNESS AND RESILIENCE WORKSHOP

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| **WHAT IS THE**  **‘WORKSHOP IN**  **A BOX’?** |  | All the information and material a facilitator needs to organise and conduct workshops to help small and medium organisations take basic steps to be crisis ready. The material is suitable for both for-profit and not-for-profit organisations. |
| **WHY?** |  | Small and medium enterprises are the backbone of most economies. The goods and services they provide, the taxes they pay, and the employment they create are important to resilient communities. These organisations often have limited access to, or little time to seek out, advice about crisis readiness. This workshop aims to make crisis preparedness easy for them by teaching basic steps to help them keep functioning after any crisis or disaster. The free app *Atlas for Business* complements the workshop material and organisations can use it to create a basic Business Continuity Plan. |
| **WHO CAN**  **USE THE MATERIAL?** |  | Any facilitator can present the material, regardless of their knowledge about business preparedness for crisis. The core material is universally applicable; however, we recommend reviewing and customising some material to fit your local context. For example, you may wish to change the images and hazards focused upon to ensure they resonate with your audience. |
| **SO MANY FILES. WHERE DO I START?** |  | There are three groups of files:   1. **Invitation and Promotional Material**   This material might help you with the logistics of organising a workshop; invitations, reminder emails, a media release, workshop planner, and posters to advertise the workshop. Using these files is optional, you can choose if you use these or use your own way of inviting and organising participants for the workshop.   1. **Workshop Content**   This is the material you need to present in the workshop; this includes an agenda, PowerPoint slides, a script, a workbook for participants, a workshop feedback form, and a baseline survey.  There are two versions of the workshop content. You need to choose which set is more appropriate for your context.   1. **Workshop and business basics content** If SMEs in your area have little education in basic business concepts such as keeping financial records or creating unique value propositions, then the folder named 2a. Workshop and business basics content has an extra content module covering this. 2. **Workshop content**   If SMEs are generally comfortable in these basic areas, you should use the folder named 2b. Workshop content.   1. **Post Workshop**   This contains a thank you email for participants, as well as a template that may help you to record and analyse feedback from the workshop participants. It also contains a survey to be sent to participants 3-6 months following workshop attendance to assess whether their preparedness levels have improved. |
| **WHO CAN**  **I TALK TO FOR HELP?** |  | Bonnie Haskell from the Global Disaster Preparedness Centre. She is available to help with any questions or issues you may have. |