



COOKE CRISIS TOOL

The action plan for when
“It won’t happen to me”
happens to you.

What happens when a crisis hits your business? Who would you call first? How would you continue providing service to your customers? Financially, how would you get back on your feet?

Be Prepared for Any Possibility

In business there are always unknowns - transitions in the marketplace, the shifting value of the Canadian dollar, technological changes. These factors are not unusual in the daily running of a company. But what happens when you are faced with a major disturbance?

Cooke Insurance Agency Ltd. has partnered with The Crisis Tool Group to provide an effective approach to business continuity - *The Business Recovery Plan*. Now when the unexpected arises, you can meet the challenge head-on with the help of Cooke Insurance.

The Business Recovery Plan is not a typical insurance option; rather it is a client-specific, risk management approach to creating a multi-faceted blueprint for dealing with any one of a number of crises.



Your plan will:

- Determine under what conditions action should be taken
- Provide guidelines to help individuals prepare for a possible business interruption
- Assign and describe duties to each member of the resumption team
- Communicate clearly to employees regarding the actions to be taken
- Provide an external communications guide
- Afford fast reference for all critical services
- Institute a framework for ongoing changes within the plan

On a basic level, having an action/recovery plan in place offers control and guidance in a complicated situation. Under pressure, emotional decisions can be costly. Decisions based on a prepared plan have been shown to be more effective, timely, and to lower overall cost. In terms of insurance, it provides the required “*due diligence and dispatch*”. For you, your customers, and employees, it means stability.

At Cooke Insurance, we’re skilled in dealing with the details of even the most complex insurance claims. That’s why we’re uniquely positioned to assist you in creating a plan of action that prepares you for any possibility, regardless of the size of your business. Your plan can address several concerns, or it can respond to one or more of the following areas:

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- Information Technology
 - Public Relations
 - Logistics
 - Alternate Locations
 - Salvage & Security
 - Customer Service
 - Environmental Issues
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The Cooke Group is pleased to offer this addition to our services. It’s the kind of innovation we’ve been providing Islanders since Charlie Cooke founded the company in 1972. Named one of the Top 101 Companies in Atlantic Canada by Atlantic Progress Magazine, we’re recognized as a leader in the insurance industry with Cooke Insurance, Cooke Capital, Atlantic Adjusting and Appraisals, Maritime Finance and Acceptance, and The Insurance Company of PEI all operating under the Cooke Group umbrella. As your complete insurance and investment solution provider, we offer superior service, diversity, and innovative products.



To get started on your Business Recovery Plan,
call the Cooke Group at:

1-800-566-5666 | www.cooke.ca



**COOKE INSURANCE
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www.cooke.ca

Personal to Corporate... We've got you covered