



**Real People. Real Solutions. Real Success.**

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## "Crack the Code"

With the recent outbreak of Swine Flu and continuing spread of the virus, I have received my share of e-mails from those escalating the gloom and doom of the outbreak. I have also read the predictable "call-to-action" messages following the gloomy statements, such as . . . "call us now to help you plan for the pandemic!"

While the outbreak has certainly put more attention on pandemic planning, the same challenges remain regardless of the emergency. The biggest challenge is and always will be; how do we manage a pandemic plan once we have it created? Many customers I speak to agree that pandemic planning is a good idea, but many have no idea how to effectively maintain the plan once it's created. If you can "Crack the Code" to this mystery, I'm convinced every prudent business person in America would have a living- breathing plan.

When looking for approval or internal sponsors to commit to the ongoing effort required, the decision to create and manage a plan always turns to money and feasibility (what is the cost?; and will the plan be successful – remain updated and viable?). These decisions go hand-in-hand because if you don't have an answer for the on-going success of the plan, there is no sense spending the money to create a plan. Why spend hard earned dollars (especially now) on a plan that will be outdated in a month? Save your money and hope for the best! Of course this sounds reckless, and is, but no more reckless than having an outdated plan.

The first step to having a ***real*** pandemic solution is determining a successful approach for maintaining the plan. The structure and content of the plan is secondary. So, how can you "Crack the Code"? In my next two e-mails I'm going to offer you the "Code" to managing and creating an effective pandemic plan without wasting time and money.

Stay Tuned,

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