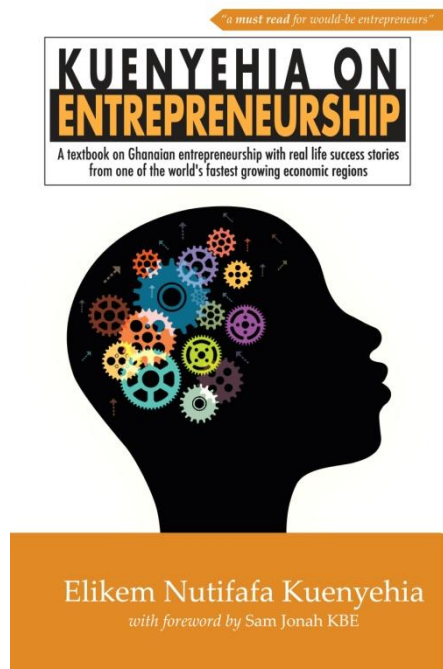


# Business Continuity

Written by Elikem Nutifafa Kuenyehia

Author of 'Kuenyehia on Entrepreneurship'



## Introduction

One of the major problems facing Ghanaian businesses is the lack of continuity. As such, where the founder of the business grows too old to manage it or dies, the company also dies. To prevent this from happening to your organisation, it is advisable to have a business continuity plan.

Business continuity planning is a critical activity for organizations of any size, whether it's a large enterprise or a small business venture. An important starting point in business continuity planning is the creation of a business continuity policy.

A business continuity policy is a document that conveys management expectations regarding long-term business performance. It contains an overview of the objectives and expectations of the entity and how the entity plans to continue with operations in the event of being affected by any adverse conditions. A business continuity policy can help the organization recover from a disaster faster and to get its systems up and running smoothly. It is proactive and not reactionary.

## Drafting a Business Continuity Plan

A business continuity plan can be simple or complicated. In either case, it must be well thought through and the contents of the plan must be precise and achievable. The document may have the following elements;

### 1. Introduction

The introduction states the fundamental reason for having the policy. Usually it will state the problem which the plan seeks to solve and give an overview of how this will be done.

### 2. Purpose & Scope

This section provides the details of the purpose and scope of the policy. This is very important because it gives the members of the organization a sense of direction with regards to the policy. The document will be vague and directionless if there is no purpose and scope section.

### 3. Policy Leadership

The person responsible for implementing the policy must be stated in the policy. It does not need to be a particular human being. It could be an office within the organisation. This person/office makes sure that the policy is adhered to and usually has the powers to levy necessary sanctions for non – compliance as stated in the policy.

### 4. Key Activities

The policy must identify the key activities upon which the survival of the organisation depends and without which the organisation may collapse. A strategy to ensure the continuity of those key activities must be included. All risks that may affect the key activities must be identified and the means of dealing with them also set out. Key activities may include

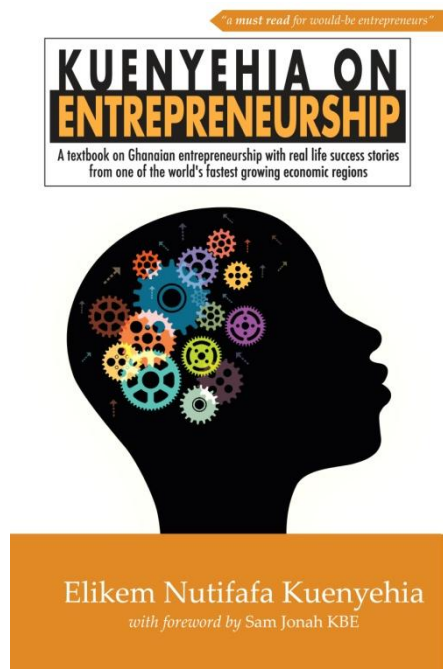
- a. Death of the founder
- b. A better product/service by the competition
- c. Loss of your largest value customer
- d. Inadequate raw material to produce your product
- e. Strike action by employees

## Importance of Business Continuity Policy

- It ensures the survival of the business even in the event of adverse physical conditions
- It helps in identifying inefficiencies and dealing with them.
- It protects the reputation of the entity
- It helps to keep insurance premiums under control
- It inspires confidence and loyalty in staff members

Thank you for reading!

Please find more information on how to grow and strengthen your business in Ghana via [Elikem Kuenyehia's book on Entrepreneurship](#).



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