CRITICAL INCIDENT MANAGEMENT PLAN
Pandemic

Incident:

- **Pandemic**
- Definition: an epidemic of infectious disease that spreads through human populations across a large region, for example multiple continents or even worldwide

Guiding principles:

- Critical Incidents take precedence
- Plan
- Delegate
- Put people first
- Be professional and ethical at all times
- Work logically through your Critical Incident Plan
- Be proactive, not reactive
- Deal only in the facts, keep an open mind, never assume anything
- Document everything, including time, date, place
- Consider preservation of your brand
- Employers must show good faith, do things for good reason and use fair process

Be Prepared:

- Ensure your business is able to function remotely at a moment's notice
- Hold stocks of pandemic personal protective equipment (PPE) at all times including masks, gloves and sanitiser
- Have staff conduct trial remote meetings and consultations in a non-pandemic environment
- Have a pre-prepared pandemic Health and Safety plan to keep customers and staff safe at both your premises and theirs
- Consult staff and customers to identify what improvements can be made for future events
- Discuss ideas and prepare plans to retain revenue during a lockdown(s)

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Your Initial Action: (8 hours)

- Advise staff of the pending lockdown
- Liaise with Customers and revise installation schedule
- Communicate and implement your pandemic business plan to all staff
- Order any additional personal protective equipment required
- Ensure IT solutions are in place for staff that will work remotely
- Ensure staff have necessary access to cloud based data
- Request the best method of communication for each staff member and each customer
- Remove any valuables from the premises
- Secure or remove company vehicles from your premises
- Remove portable computer equipment
- Secure your premises

Your Customer Considerations:

- Understand things from your Customer's perspective
- Remember, customers may be experiencing anxiety, stress, uncertainty, fear, lack of trust or sadness
- Reinvent how you communicate with potential and existing customers
- Convey to customers trust in the stability of your business
- Offer to secure or return deposits, where materials not ordered
- Where deposits are returned, retain business costs incurred to date
- Where your premises is not accessible, adopt remote forms of communication for customers, including online video calls, emails, mobile calls, text messaging, Facetime
- Direct customers to www.mastercraft.co.nz, Facebook, Instagram, Pinterest for additional information
- Adapt your presentation processes to compensate for reduced or no onsite access
- Consider posting or using contactless delivery to provide display samples to customers
- Customers need to be well briefed on your onsite Health & Safety measures
- Ensure staff comply with all onsite Health & Safety protocols
- Consider partial installations where necessary
- Provide staff with sterilising products and instructions for use on site
- Consider assisting with financial relief for regular customers, such as builders

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Your Internal & External Communications:

- Accurate, timely, regular, and professional communications are imperative
- Prioritise time for your communications
- Identify and utilise the best method of communication for staff and customers
- Adopt a 'no surprises principle' with staff and customers
- Set realistic progress expectations with customers
- Utilise digital communication platforms including Microsoft Teams, Zoom, Facetime, screen sharing, WhatsApp, mobile, text, email

Your Human Resource Considerations:

- Familiarise yourself with relevant clauses of staff Employment Agreements
- Check including a specific pandemic clause included in each Employment Agreement
- Provide staff with accurate, timely, regular, and professional communications
- Follow up verbal communications by documenting
- Ensure staff are aware of any pay related implications
- Consult with staff regarding safe work practices
- Promote staff engagement and compliance with agreed safe work practices
- Implement your health and safety policy for your show room, office, store rooms, meal rooms
- Consider dividing staff into teams to create a work bubbles
- Increase frequency and extent of premises cleaning
- Implement your staff health and safety on-site plan
- Provide customers with your on-site health and safety plan
- Respect staff safety decisions at site
- Respect differing customer expectations
- Provide all necessary personal protective equipment
- Provide a 'work from home' capability for staff where appropriate
- Advise staff of Employee Assistance Programme (EAP) services
- Monitor wellbeing of staff

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Your Financial Considerations:

- Prioritise liaison with your company accountant and bank representative
- Prioritise liaison with Inland Revenue
- Apply for qualifying Government assistance
- Apply for any qualifying local body assistance
- Customers may request return of their deposits/initial payments
- Complete revised cash flow forecasts
- Apply for any additional bank funding early
- Negotiate with Supply Partners regarding payment and terms
- Negotiate with Landlord regarding rent payments
- Identify and action any immediate cost savings
- Maximise sales revenue
- Communicate with staff to reduce hours by agreement
- Consider need to restructure and downsize

Your Technology Considerations:

- Liaise with your IT provider and hardware supplier for any additional requirements
- Identify the best means of verbal and digital communication for all staff and customers
- Remember, different people will prefer different forms of communication
- Check relevant staff have remote access to cloud based data
- Ensure relevant staff have suitable work from home solutions available
- Ensure staff have access to webcams for virtual meetings with customers
- Consider financial reimbursement for staff internet costs

Your Productivity Considerations:

- Ensure staff are able to operate safely within your premises
- Consider dividing staff into teams to create a work bubbles
- Some staff may be able to continue their functions remotely
- Communicate your available capacity with Customers
- Communicate with Customers to obtain project progress
- Alter job scheduling to reflect new information on timings
- Review stock held and replenish where necessary
- Consider increasing stock levels to cover future shortfalls

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Your Sales Considerations:

- Prioritise continuing sales
- Some Customers may have additional disposable income
- Ensure leads are followed up promptly
- Manage your sales team
- Set, measure and review sales targets weekly
- Provide any necessary resources to assist the remote sales process
- Implement local marketing initiatives
- Leverage off national marketing and brand

Your Management Considerations:

- Leadership during this period is crucial
- Work on your business and work smart
- Spend time planning
- Make fact-based decisions
- Manage by the numbers
- Delegate
- Good communication avoids rumour and speculation
- Organise, direct, and control your business
- Manage your staff well
- Ensure your staff are engaged and feel valued
- Utilise resources in the most efficient manner
- Drive your sales team
- Measure business and people performance
- Prepare a post pandemic plan to regain lost productivity

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Your Business Information Resources:

- Mastercraft National Support Office

  Kevin Belz 0294 772 524; Dave Wilson 021 246 4944
- Ministry of Health

  https://www.health.govt.nz/our-work/emergency-management/pandemics
- Covid19 Website

  https://covid19.govt.nz/

- Worksafe

  https://www.govt.nz/organisations/worksafe-new-zealand/
- Ministry of Business, Innovation and Employment

  www.employment.govt.nz/resolving-problems/steps-to-resolve/personal-grievance
- Employment Act 2000

  www.employment.govt.nz/about/employment-law/legislation/
- Employment Relations Authority

  www.era.govt.nz
- Mental Health

  https://www.mentalhealth.org.nz
- Business NZ

  https://www.business.govt.nz
- Work and Income
- https://workandincome.govt.nz
- Immigration NZ

  https://www.immigration.govt.nz
- Employers and Manufacturers Association

  https://www.ema.co.nz/Pages/Home.aspx
- Employee Assistance Programme (EAPWorks)

  www.eapworks.co.nz
- Mediation Services

  www.employment.govt.nz/resolving-problems/steps-to-resolve/mediation

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