

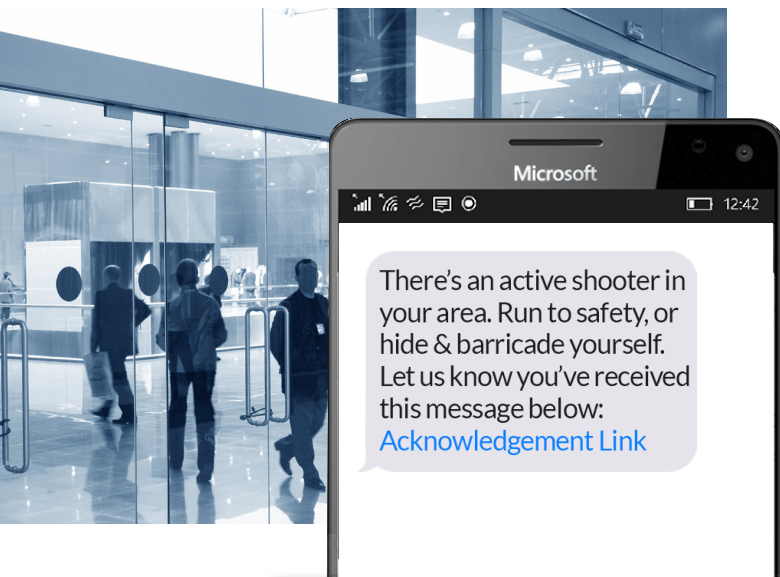


KEEP YOUR EMPLOYEES SAFE

7 ways to prepare for workplace emergencies

MILLIONS OF CASES OF WORKPLACE INJURIES ARE DOCUMENTED ANNUALLY.

Hundreds of thousands of illnesses are reported throughout both the private and public sectors with this flu season on track to be the worst in nearly a decade.



Dangerous perpetrators continue to flood headlines as innocent human beings become victims. Yet, statistics can't prepare managers or employees for what to do when their workplace becomes a target for any type of safety issue.

When management accepts that no one is guaranteed safety because emergency situations are always lurking, optimism is replaced with action that results in preparedness. Crisis management, communication and safety plans can mitigate loss, confusion, and save lives.

*To ensure employee safety, here are **7 ways to prepare for building emergencies.***

1 STOP THINKING “IT WON’T HAPPEN HERE”

Emergencies are, by nature, unexpected

How often have you heard victims and witnesses tell the news reporter, “we never thought something like that would happen here”? There’s no risk in being prepared for an emergency that never occurs. However, sitting idly by will leave you lost when the unexpected does occur. Stop thinking, “It won’t happen here” and start thinking, “What’s the plan if it does?” It’s time to put a plan in place.

2 CONSIDER CONSULTING THE EXPERTS

Relying on an on-the-fly plan to manage an armed and dangerous perpetrator, an imminent tornado or the protocol when the flu epidemic is running rampant in your building may leave you with injured or imperiled employees (or worse). Find out specifically from crisis management experts on how to establish a plan specifically for your organization that clarifies what to do, where to go, what to say (and to whom), and how to account for everyone when the unexpected does occur.

3 NAIL DOWN THE PLAN

This is not a vague plan that is open for interpretation

Gather your key stakeholders, take some time on a sunny day and get to work. Define the specifics: what constitutes a crisis? Do specific leaders know when to take action? Who goes where, what floors will take the back exit and which rooms will go out the front? Specifically, what precautions must be taken when the flu is spreading, or when inclement weather is threatening employee safety? Who are the forerunners for the crisis management team? Who will operate behind the scenes?

Do the right people have access to the right technology to send potentially life-saving alerts and messages? Figure out the logistics of how you are going to communicate quickly during a crisis. A cutting edge, multi-channel mass notification system is one of the most powerful communication tools you can use. Mass notification systems offer a simple and nearly instant way to communication via email, text, voice call and more to 5 people, 10 people, 100,000 people – it doesn’t matter the number. When a crisis unfolds, you can’t waste time collecting contact information, adding recipients to a “to” line or manually dialing the phone. Some of the best systems will allow you to store your communication templates, save specific audiences, and execute your messages within 30 seconds. Multi-channel delivery increases the chances that your messages will actually reach your employee in time (vs sitting unread in their inbox).

Nail down the specific details of the action plan. Take time to prewrite communication for each scenario to specific groups in your company (key stakeholders, managers, employees, etc) and think through possible variables – including a false alarm message.



4 TEACH AWARENESS, BUILD CONFIDENCE

Start the conversation with your employees now

Teach them what to keep their eyes open for; highlight what kind of red flags should draw their attention. Don't assume your employees know what may constitute as an intruder or other potential problem. Teaching your team members awareness drives their confidence when spotting issues and may empower them to notify management more swiftly. Do your employees know how to send an urgent message to you in case they see an emergency? Empowering them to do so drives confidence.

5 PUSH THE PLAN AND PRACTICE IT

Once the plan is nailed down, create a memorable way for your employees to remember it

Initially, push this plan out to your teams via emails, text messages and hardcopy flyers to start familiarity. Then set time aside to put it into action. Practice executing the plan from the start by sending an urgent message via your mass notification system. Will your employees know what to do when they receive an urgent notification from management? By practicing it without real pressure, your employees will feel more confident when an actual incident occurs. This is the opportune time to sort out if the safety plan is complete and clear for all involved.

6 EMPOWER YOUR EMPLOYEES

When practicing the plan, take note of particular individuals who rise up and take the lead

Those who have a natural tendency toward leadership should be given specific responsibilities as part of the plan. Empower your employees by giving them the tools they need to promote the safest opportunities. Imagine if they were empowered to immediately report security or other issues to you with a quick text. The sooner a situation can be addressed, the sooner it can be resolved.



7 OPEN THE DOOR FOR QUESTIONS

Safety plans can create concern or fear in people who have not considered something unsafe may happen at their workplace. Keep your door open for any questions or concerns your employees have to help clarify the plan or to allay any lingering fears.

Getting the right message to the right people at the right time can be the solution to keeping every individual safe. Employees rely on management to know what to do in the event of unexpected scenarios. Pocketstop is here to help you prove to each and every one that their safety is your primary goal.



Want to learn more about how in 30 seconds you can easily deliver action-oriented notifications to groups of any size via text, voice, email and more – with one click?

Go to pocketstop.com/redflag or call 877.840.2444 where customer service representatives are ready to answer any questions you may have.



Get the right message to the right people at the right time.

To schedule a custom, 15-minute demo, go to pocketstop.com/request-a-demo or call 877.840.2444.