

# Protect Your Business

## Business Continuity Resources

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As stewards of the industry, many advisors' priority is their clients. But you also need to make sure you are protecting your firm, both in the short term and long term. At AssetMark we believe you should have a documented business continuity plan in the event that a significant business disruption occurs. This is a pro-active plan to help you avoid and mitigate risks associated with a disruption of firm operations. The continuity plan should detail steps taken before, during and after an event to maintain the financial viability of your firm.

### Reminders during times of business disruption:

- Don't panic but do plan. Document what you will do, when you will do it, and who will be responsible.
- Show concern for your employees. Give them an opportunity to share their concerns and ask questions. Consider having an educational session featuring a nurse or doctor.
- Show concern for your clients. For any client meetings, offer the opportunity to meet virtually. For your business clients, share your wisdom on protecting their business and planning a response.
- Communicate and educate frequently.
- Brainstorm possible options to mitigate the impact.

Below, please see a link to FINRA's template Business Continuity Plan for Small Businesses for a listing and overview of the ten critical elements each plan should include.

Download [FINRA Plan Template](#).

Source: [www.journalofaccountancy.com](http://www.journalofaccountancy.com)

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