

Resiliency Academy for Small Business and Communities



April 7, April 21, May 5, May 19 and June 2, 2021, 9:00 a.m. – 11:00 a.m.

UNH Extension and NH Small Business Development Center are partnering to offer Resiliency Academy, bringing together small businesses and community leaders to work toward a resilient future. The academy will focus on the intersection of small business and community resiliency.

Academy sessions will include opportunities to learn from practitioners, municipal staff, business owners and experts through case studies, presentations, discussions and Q&A sessions. In addition, Resiliency Academy includes Regional Discussions, Regional Business Cohorts and the opportunity for businesses to receive advising from SBDC advisors. Participants are encouraged to attend all five sessions.

Resiliency Academy will explore:

- Resiliency planning and business retention
- Defining and measuring resilience
- Value and Supply Chains
- Workforce Needs and Quality of Life
- Communications and Cybersecurity
- Innovation, Sustainability and Partnerships

Why is community & business resiliency important?

Business resiliency is the ability to quickly adapt and respond to business disruptions, protect your employees and assets, while maintaining business operations. Every business regardless of size, industry, or stage of growth needs a resiliency plan because at some point it will face an unexpected disruption, like a fire, flood or pandemic. A business resiliency plan is a guide on how to function during an unexpected disruption in operations. Throughout Resiliency Academy, we will provide training for businesses to develop resiliency plans.

Community resiliency is the ability of a community to respond, adapt, withstand and recover from adverse situations, like a natural disaster or pandemic. To strengthen and prepare for future disruptions, communities should consider resilience topics in their planning. Communities can also learn about business resiliency to help strengthen businesses in their community.

Who should attend:

Small businesses, community leaders and volunteers, municipal officials, Chamber Executives, economic development professionals and those interested in resiliency planning. This academy is designed for New Hampshire communities and businesses but is open to others.

Why you should attend:

- Businesses will receive the tools and support needed to develop a business resiliency plan. Participants will receive access to the Business Resiliency Guide and Workbook, have the opportunity to join a Regional Business Cohort and receive advising from SBDC.
- Communities will receive tools and information to address resilience topics in their planning. Communities will also have the opportunity to learn about business resiliency to strengthen and help retain businesses in their community.

Resiliency Academy features content and discussion delivered in the following ways:

Academy Website

Academy participants will be invited to join a website that will share resources, materials and provide a way to connect and network with others enrolled in the Academy. Participants will have access to a Business Resiliency Guide and Workbook which will walk businesses through the process of developing a business resiliency plan. Training and support will be provided on the use of this website.

For all participants

Academy Sessions & Regional Discussions

April 7, April 21, May 5, May 19, June 2

9:00 – 11:00 a.m.

Each Academy Session is a 90-minute live session of virtual learning on Zoom. Each session focuses on a resilience topic and features content delivered by UNH Extension, expert guests, NH businesses and communities sharing their pandemic experience and resilience efforts. Participants are encouraged to attend all five sessions.

Directly following each Academy Session, participants will meet in a Zoom breakout room assigned by region. This discussion will be led by an SBDC and will provide participants the opportunity to discuss the application of the Academy Session to their New Hampshire region. Participants are encouraged to attend regional discussions to maximize learning and connections.

For all participants

SBDC Advising

One on one, confidential advising is available to businesses who would like to work with SBDC advisors on their resiliency plan and other aspects of their business throughout Resiliency Academy and in the future.

For New Hampshire businesses

Regional Business Cohorts

Alternating weeks between Academy Sessions

Time TBD

Led by SBDC advisors in conjunction with local Chambers of Commerce, Regional Business Cohorts will meet to delve deeper into the business resiliency planning process and work through the Business Resiliency Guide and Workbook. This is an opportunity to network and learn how other businesses are addressing components of their resiliency plans.

For New Hampshire businesses

Regional Business Cohorts Details

The Regional Business Cohorts will be 60-minute sessions held every other week between Academy Sessions. The meetings will be led by one SBDC business advisor, with the support of their regional Chamber Executive. During the session the advisor will review the business resiliency plan content that was presented the week before and help businesses flesh out that section of their plan.

We hope to find businesses that will commit to the full 10 weeks and be open to learning and sharing in a group environment. Businesses can be new to resiliency planning or have a plan that needs updating. The learning process may be more robust with businesses in a variety of stages.

By creating cohorts by region, we will be able to easily identify and share region contacts (chambers, municipal leaders, emergency resources, etc.). It will promote connections to resources that are willing and able to support businesses. Together we will build regional support networks.

Ideally each business that signs up for a regional cohort will also sign up as an SBDC client.

Chamber Execs are asked to recruit 5-10 businesses from their region to attend the Academy. They know their members and which ones will likely be interested in this style of learning. Execs should plan to attend the 60-minute bi-weekly workshops in addition to the 5 Academy sessions. It will be a learning process for all.

Regional Business Workshops will not only be made up of Chamber members, but we should expect to have SBDC clients and new to us businesses join the Academy.

What is a Business Resiliency Plan?

A business resiliency plan is intended to provide guidance to a business' team on how to function during an unexpected disruption in operations. Resiliency plans look at:

- Your company's risks and threats
- Defining and prioritizing essential functions
- Emergency Response Plans
- Communication plans
- Cybersecurity
- Supply chain disruptions

Some businesses will have not started a plan yet, others may have had some plans in place pre-covid but need to update them to meet today's challenges, and others will have a robust plan in place and only need small tweaks.



For more information, contact: Christine Wolczko, Christine.Wolczko@unh.edu or Liz Gray, Liz.Gray@unh.edu

The University of New Hampshire Cooperative Extension is an equal opportunity educator and employer. UNH, U.S. Dept. of Agriculture, and New Hampshire counties cooperating.

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