



PREPARED CANADA CORP.

By failing to prepare you are preparing to fail

- Benjamin Franklin

OUR OBJECTIVES

"Never let a good crisis go to waste". Winston Churchill

- 1) We provide risk management services which traditionally require a team of outside consultants over half a year at a fraction of the cost, time, and that are more effective by leveraging your understanding of your own business.
- 2) The goal is to protect you from threats and reduce risk, while putting you in a position to take advantage of an emergency rather than just react to one.
- 3) The business that is prepared before the crisis, is the business that is taking market share rather than having it taken from them.



GOALS & PRODUCTS/SERVICES



Goals of Services

- Reduce risk and improve resilience
- Be pragmatic and practical
- Pay for themselves, rapidly
- Not be 'cookie cutter', being customized to your individual business needs
- Improving your entire management skill set, not necessitate a dependence on us



Product & Service Concepts Overview

- Disaster Risk Reduction
- Business Continuity / Contingency Planning
- Emergency Planning / Emergency Management
- Operational Risk
- Health and Safety



PRODUCTS & SERVICES 1/2

Services are provided either a la carte or by retainer

- Audit/Analysis with Recommendations
- 2 or 3 Day Workshops
- Half Day Workshop/Seminar
- Subject Matter Expert Advising and Consulting
- Integrated Program

We also provide an annual retainer billed monthly, where you get it all at a reduced cost, plus up to 4 hours per month of subject matter expert consulting.



PRODUCTS & SERVICES 2/2

First Aid Training

Authorized provider of
St. John Ambulance



St. John Ambulance

Emergency Supplies

Authorized provider of
Rescue 7



Advanced Rescue Supplies and Automated External Defibrillators (AEDs)



On-Site Specialized Response Training

*All specialists are actively
practicing licensed professionals
example:*

- **Stop Bleed Training**
provided by
Emergency Room
registered Nurse(s)
- **Naloxone**
(opioid overdose)
training provided by
Pharmacist(s)



SAVE A LIFE



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THE VISION

- The private sector is not ready, the public sector is not coming to help unless you are an airline or a bank.
- When disaster strikes, the private sector needs to be able to fend for itself.
- The skill sets exist to address these risks, but the experts are either unknown to the private sector or they do not respect the unique individual needs of the business that are critical for effective resilience.
- We want our clients to be busy expanding their business, not begging for government assistance that is not coming, or will be insufficient.

Ask yourself: Was It Enough During Covid-19?



METHODS DESIGN

All services are designed to be:

- Flexible to meet individual business needs.
- Financially viable in the short/medium term while benefiting long term.
- Highly efficient, taking a fraction of the time normally required.
- As simple/straightforward as possible, which is critical in an emergency.
- Practical, because a highly effective team is significantly more valuable than a 400-page plan nobody reads.
- Focused on improving your team, not institutionalizing ours.



INDUSTRIES WE HAVE WORKED WITH

Agriculture

Charity and Non-Profit

Construction

Emergency Response

Energy

Entertainment/Amusement

Fitness

Food Safety & Service

Government

Hospitals

Hotels and Hospitality

Large Scale Events

Original Equipment

Manufacturing

Partnered Professional Services (ie: accounting)

Performing Arts (Events and Competitions)

Performing Arts (Training Facilities)

Private Education

Private Medical Practice

Professional Sports Teams

Public Education

Public Health

Retail

Transportation



MEDIA

CALGARY SUN



VEZINA: Vaccine passports are coming, we better prepare for them

Alex Vezina
May 28, 2021 • May 28, 2021 • 3 minute read • [Join the conversation](#)



A syringe and a vial labelled "coronavirus disease (COVID-19) vaccine" are placed on a passport in this illustration taken April 27, 2021. PHOTO BY DADO RUVIC / REUTERS

We need to have a careful look at how far we are willing to go on the issue of vaccine passports and address the fixable issues before we create huge problems.

The Province

Columnists

VEZINA: The case for reopening society now, despite COVID-19

Alex Vezina
Apr 30, 2020 • May 1, 2020 • 3 minute read • [Join the conversation](#)



A masked pedestrian along Dundas St. W., near Lansdowne Ave. in Toronto April 29, 2020. PHOTO BY ERNEST DOROSZUK / Toronto Sun

There are arguments in favour of allowing schools, businesses and society to reopen quickly, despite the COVID-19 pandemic.

TORONTO SUN

Columnists

VEZINA: The four pillars of emergency management

Pillars are used to categorize the phases of a disaster and to simplify brainstorming strategies

Alex Vezina
Jan 28, 2021 • January 28, 2021 • 3 minute read • [Join the conversation](#)



OTTAWA SUN

Columnists

VEZINA: Why COVID-19 closed some businesses and not others

Alex Vezina
Dec 22, 2020 • December 22, 2020 • 3 minute read • [Join the conversation](#)



PHOTO BY GETTY IMAGES / Getty Images

The following is the political and public health justification, which has not been made clear to the public, about why certain businesses are open and others are closed during the pandemic.

WINNIPEG SUN

Columnists

VEZINA: First, we need to listen to each other

Alex Vezina
Jun 15, 2020 • June 15, 2020 • 3 minute read • [Join the conversation](#)



Demonstrators protest with banners against racism in front of the US embassy in Warsaw on June 4, 2020 in solidarity with protests raging across the United States over the death of George Floyd. PHOTO BY ANEK SKARZYNSKI / Getty Images

How can we hate what we do not know?

TORONTO SUN

Columnists

VEZINA: Ontario's defibrillator bill needs reform to save lives

Alex Vezina
Sep 14, 2020 • September 14, 2020 • 3 minute read • [Join the conversation](#)



Automated External Defibrillator (AED) on a wall. PHOTO BY STOCK PHOTO / Getty Images

EDMONTON SUN

Columnists

VEZINA: Be cautious about vague definitions of 'terrorism'

Alex Vezina
Aug 02, 2021 • August 2, 2021 • 3 minute read • [Join the conversation](#)



The burning remains of a church are shown in Chopaka, B.C. in a handout photo taken on Saturday, June 26, 2021. The chief of an Indigenous Nation in British Columbia's southern interior said two Catholic churches in the region had been burned down that day. PHOTO BY THE CANADIAN PRESS/ALAN GORDON, CHIEF WICKI KAYE/REUTERS

1.

DISASTER RISK REDUCTION



DISASTER RISK REDUCTION

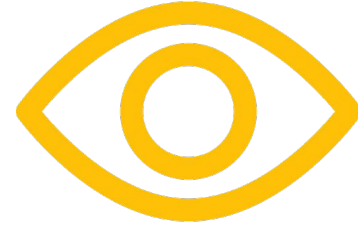
What is it?



Systemic approach to identifying, assessing and reducing risks to disaster.



Tries to prevent the impact, ideally making it not happen in the first place.



Vision: Do not give the threat a chance to strike.



DISASTER RISK REDUCTION

How Does it Benefit?

- By-design, able to find efficiencies, relationships, and risks between things previously thought unrelated.
- Business becomes less risky, very attractive to both up/downstream supply chain and insurance companies.
- Competitive advantage, if a disaster is mitigated while a competitor is stuck responding, market share will be taken and capitalized on.
- The endgame of sustainable business planning.



2.

BUSINESS CONTINUITY/ CONTINGENCY PLANNING



BUSINESS CONTINUITY/ CONTINGENCY PLANNING

What is it?

- Continuing the delivery of products or services at pre-defined acceptable levels following a disruptive incident.
- Get back up and running.

Vision: the customer, supplier and competitors do not even notice you were hit.



BUSINESS CONTINUITY/ CONTINGENCY PLANNING

How Does it Benefit?

- Makes many strategic decisions easier.
- Improves cross-department efficiency.
- Required or desired by many suppliers and customers.
- Becoming a requirement for lending criteria.
- It is generally easier to run a business when it spends less time being rendered non-operational by an incident.



3.

EMERGENCY PLANNING/MANAGEMENT



Emergency Planning/Management

What is it?

- Measures taken to control or reduce the impacts of an emergency before it becomes a disaster.
- Examples include:
 - Evacuation planning
 - Police/Fire/EMS, or in many businesses Security/Safety/Health
 - Emergency communications
 - Managing incidents and ICS (Incident Command System)

Vision: The threat has hit, stop it from getting worse.



Emergency Planning/Management

How Does it Benefit?

- The first 30 minutes of an incident can be handled very well or very poorly.
- If everyone is dead and/or there is nothing to recover, the contingency plan is irrelevant.
- Often the by-products of emergency planning are required by law.
- When done well, makes planning upkeep take less time than often expected, with greater productive output.



4.

OPERATIONAL RISK



Operational Risk

What is it?

- “The risk of a change in value caused by the fact that actual losses, incurred for inadequate or failed internal processes, people and systems, or from external events (including legal risk), differ from the expected losses.”

- European Commission, Solvency II Directive

- Risks that are non-financial
- Losses, including monetary from a non-financial source, like process efficiency.



Operational Risk

How Does it Benefit?

- Day-to-day operations can be made more productive and/or efficient.
- Internal crises can be mitigated or avoided, like complications with succession planning and critical staff risk.
- Plans to prepare for disaster can be made to also improve normal operations, going beyond low or no cost, potentially providing negative cost.
- The crisis saying of “A dollar now or 100 later” can become “make more money and prevent a crisis”.



5.

HEALTH AND SAFETY



Health and Safety

How Does it Benefit?

Our work integrates with Health and Safety enabling the following benefits:

- Reduced injury incident rate.
- In the event of a medical emergency, gives people a better chance of staying alive long enough for the ambulance to arrive.
- Employees who feel safe tend to be more efficient.
- Government regulations being met keeps inspectors happy.
- Reduced risk can lead to insurance cost savings.



PRODUCTS & SERVICES



One Day Initial Looksee



One Day Initial Looksee

Benefits

- Sense of scope, better able to understand/refine specific value of program.
- Obvious/ low hanging fruit risks, critical but discreet.
- Concise and critical feedback getting to the core of the issue/risk.
- Standards and insurance premium reducing objectives may be more easily met with less resource requirements than previously believed.
- Easy wins for resilience.
- Show to employees that the boss cares enough to have someone come in and look around; morale booster.

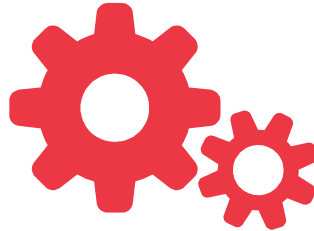


One Day Initial Looksee

How Does it Work?



Scope and limitations are determined.



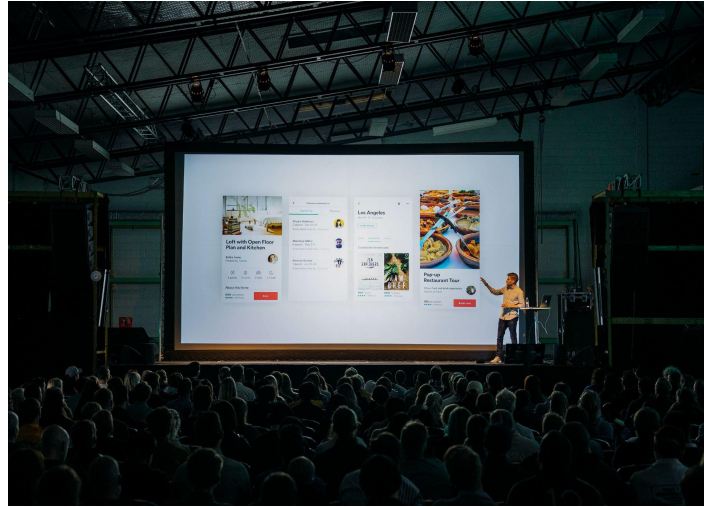
Assessment/audit/consultation is conducted.



High level summary of finding and potential solutions is provided.



Half Day Seminar



Half Day Seminar - Benefits

- A meeting that matters.
- Input from the people doing the task, perspective of the front-line.
- Identify people best suited for a crisis event.
- Helps frontline and/or management staff be more effective at communicating critical information that executives can use for strategic decisions.
- Reduce harm to employees and/or customers in an emergency.
- Potential for positive media coverage for an exceptional response, rather than negative for an abysmal one.
- Skillset is applicable in a wide range of scenarios across multiple facets of life, useful for business and personal situations.
- Employees will appreciate the value for life at home while gaining a skillset to reduce risk and work.



Half Day Seminar - How Does it Work?

- Determine client's target audience: franchise owners? Middle management? front line staff?
- Identify critical hazards/risks to the client
- Deliver participation/facilitation based seminar including:
 - Hazard Identification
 - Practical and Simplified Risk Assessments
 - Short and functional plans
 - Additional hazard/risk specific topics delivered by relevant expert as determined by client. Example: ER/Trauma nurse/doctor for Stop Bleed training.



2 Day Workshop



2 Day Workshop - Benefits

“Plans are useless, but planning is indispensable” - Eisenhower

- If the process of developing it is done well, you don't have to refer to it, you know it.
- Identify points of critical failure.
- Be in a position to make better decisions, with better information.
- Decisions made with bad information if the CEO/Owner is unavailable can be costly if not dangerous.
- Contingencies for contingencies for contingencies, Murphy's law, whoever you trained isn't the person who shows up in an emergency.
- Lead, follow, or get out of the way, it is good to find out which role people are best suited for lest an emergency be more chaotic than it needs to be.
- Be resilient, find out where backups are needed, or not needed. Alternate critical staff, sites, applications, suppliers, revenue streams? Some times alternates are great, other times they cost more than they are worth.
- Put risks into perspective, operate on logic, not emotion. Logic is less expensive and more effective.



2 Day Workshop - How Does it Work?

10 Flexible Components:

- Concepts for Generating Solutions
- Program Management
- Risk Assessments
- Business Impact Assessment
- Incident Response
- Continuity Strategies
- Plan Development
- Awareness and Training
- Tests and Exercises
- Program Maintenance



Integrated Exercise/Drill



Integrated Exercise/Drill

Benefits

- Learn to do by doing.
- There are some thing you can only find out by testing a plan.
- Find things that were previously overlooked.
- Some people will not truly understand what to do in an emergency unless they have a chance to “fail” before the stakes are real.
 - Better someone ‘die’ in an exercise than actually die when it happens for real.
- Learn how to execute an effective exercise, including post exercise information gathering tasks.
- Find out how realistic and/or practical the plans actually are.



Integrated Exercise/Drill

How Does it Work?

Exercise/drill is designed in consultation with (and specific to) client

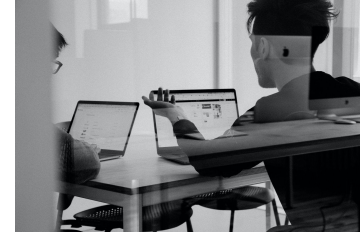
Version 1: As an additional 3rd day to the 2 day workshop.

Client designs part or all of exercise with expert during the workshop. Client also learns how to execute and gather information from emergency exercises/drills.

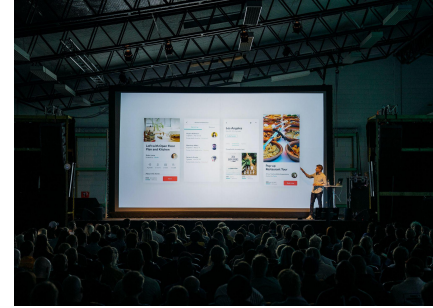
Version 2: Stand alone or as part of integrated program.

Client determines objectives and learns how to execute and gather information from emergency exercises/drills.





Integrated Program



Integrated Program

Benefits

- Ongoing expert assistance with the program.
- Able to 'leap into action' to assist with program when needed.
- Program can be designed with a greater view to the future.
- Deviations from the company's strategic objectives can be identified much more rapidly.
- All services can/will relate to each other providing additional value in synergy and efficiency.
- Constant improvement an evolution allowing company to avoid stagnation an inertia.

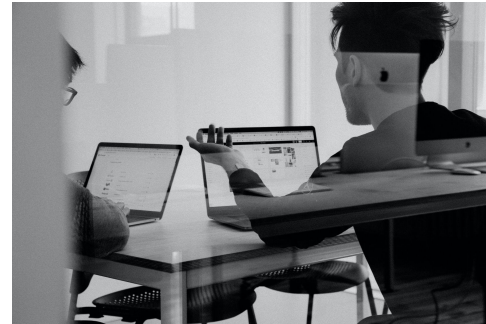


Integrated Program - **How Does it Work?**

- Long-term objectives and short-term goals are determined.
- Multiple services are used, and created if needed, to suit program needs.
- Annual plan/schedule is determined for delivery of various services.
- Instead of as a 'one-off' services can be integrated with each other.



Consulting



Consulting

Benefits

- On-call troubleshooting disasters/emergencies/crises on speed dial.
- Crisis communications feedback, there are better ways to say things to keep stakeholders happy.
 - Avoid stepping on reputational risk landmines.
- Early advice can avert a crisis before it occurs. Better a supply chain is not disrupted with a simple phone call containing:
 - “That is probably not a good idea because.....”
 - Or “That is actually a great idea, have you considered this additional benefit and how good this idea actually is?”
- Happy stakeholders, happy shareholders, better peace of mind, better sleep, less errors, less worry, more efficient.



Consulting

How Does it Work?

- Objectives of consulting are discussed
- Industry background, and industry specific resources are developed as necessary
- Deliverables are determined by client
- Monthly retainer, 4-hour minimum



Safety Products + Services

First Aid Training | St. John Ambulance
Emergency Supplies | Rescue 7

- We work with licensed organizations to provide certification at many levels.
- Stop Bleed training with practicing medical professionals who regularly use the skills they are instructing.
- Naloxone Training with Registered Pharmacists.
- The opioid epidemic has become widespread, affecting all facets of Canadian society, we teach how to respond to a suspected overdose.



Safety Equipment Supplies

- Rapid Covid-19 Testing-BTNX Rapid Response Kits
- First Aid Kits and Trauma Bags
- AED Defibrillators and Accessories
- Evacuation Equipment



Contact Us



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