A FREE CREATIQ RESOURCE

THE FOUNDER'S BUSINESS CONTINUITY PLAN

What 2020 taught us about building a business that can withstand disruption, and keep serving the people who depend on it.

Protect what you've built. Prepare for what you can't predict.

Practical guidance for founders, practitioners, and service businesses.



CREATIQ COMMUNICATIONS, INC.
Stewarding missions since 2006.

WHY THIS PLAN EXISTS

DON'T WAIT FOR DISRUPTION TO DISCOVER WHAT YOUR BUSINESS DEPENDS ON.

In 2020, thousands of businesses discovered their most critical dependencies the hard way, when customers could no longer reach them, when a single channel went dark, when the one person who held everything in their head was suddenly unavailable. The real lesson was never about a pandemic. It was about fragility most founders never see until it is tested.

Disruption rarely arrives as a headline. It is a website outage on your busiest morning. A cyber incident that locks your email. A supplier who disappears. A platform that changes its rules overnight. A key person who steps away. Each one is ordinary. Each one can stop a healthy business cold.

This plan exists to help you find those dependencies before they find you, while everything is calm enough to fix them. It is not a brochure. It is a working session.

HOW TO USE THIS PLAN

Set aside about twenty minutes and be honest with yourself. Work the six pillars in order: each asks one question, explains why it matters, and gives you a short diagnostic. Mark what is true, note what is not, and don't smooth over the gaps. The gaps are the point. At the end, you'll fill in a one-page Continuity Snapshot that turns what you noticed into a short, prioritized plan so you have one less thing to worry about.

SIX PILLARS OF CONTINUITY

Resilience is not one thing. It is six questions, each exposing a different place a business can break. Together they give you a complete view of what you depend on.

01 CUSTOMER CONTINUITY

How customers still find, reach, and receive service from you when normal channels fail.

02 DIGITAL RESILIENCE

What protects your website, domain, email, backups, access, and recovery, and who is accountable.

03 FINANCIAL RESILIENCE

How long the business can keep its commitments if revenue pauses, and what must keep running.

04 OPERATIONAL CONTINUITY

The workflows, suppliers, and people that have no reliable backup.

05 KNOWLEDGE CONTINUITY

What the business depends on that exists only in the founder's head.

06 COMMUNICATION & RECOVERY

Who needs to know, who decides, and how you return to normal.

01 CUSTOMER CONTINUITY

If your normal channels failed tomorrow, how would customers still find you, reach you, and receive what they've paid for?

Your customers never experience your infrastructure; they experience whether they can still reach you. Continuity begins with protecting the relationship, not only the systems behind it.

DIAGNOSE, MARK WHAT IS TRUE

1

☐ I have more than one way customers can reach me, not a single platform or inbox.

2

☐ I keep an up-to-date list of my customers or clients somewhere I control.

3

☐ If my main channel went down, I could notify customers within an hour.

4

☐ Customers could still receive or access what they've paid for during an outage.



02 DIGITAL RESILIENCE

What actually protects your website, domain, email, backups, access, and recovery, and who is accountable when one of them fails?

For most modern businesses, the website and the systems around it are the business. Yet these are the dependencies founders understand least and check least often, until the day they can't.

DIAGNOSE, MARK WHAT IS TRUE

- ☐ I know where my website is hosted and who can access it.
- ☐ My backups live somewhere other than the site they are meant to protect.
- ☐ Someone has actually tested that those backups restore, not just that they exist.
- ☐ I control my own domain and email; they aren't held inside someone else's account.

SEE IT CLEARLY, FREE, ABOUT A MINUTE

Creatiq's free Digital Exposure Scan shows what the public internet already reveals about your foundation: no login, no sales call. It is a diagnosis, not a pitch. This is the layer Amplify Core is built to steward, if you decide you'd rather not carry it alone. → **www.creatiq.com/digital-exposure-scan**

03 FINANCIAL RESILIENCE

How long could the business keep its commitments if revenue paused, and what has to keep running no matter what?

Resilience buys you time, and time is bought with cash. Knowing your runway and your non-negotiable obligations turns a potential crisis into a situation you can manage calmly.

DIAGNOSE, MARK WHAT IS TRUE

1

☐ I know roughly how many weeks the business could operate with no new revenue.

2

☐ I know which expenses and obligations must continue even during a disruption.

3

☐ I can reach a financial buffer or line of credit quickly if I needed to.

4

☐ Essential payments wouldn't fail simply because one person was unavailable.

04 OPERATIONAL CONTINUITY

Which workflows, suppliers, and people have no reliable backup, the single points of failure hiding in your operations?

Every business runs on a few quiet dependencies no one has ever had to replace. You discover which ones truly matter at the worst possible moment, unless you map them while things are calm.

DIAGNOSE, MARK WHAT IS TRUE

1

☐ I've identified the handful of workflows the business genuinely can't run without.

2

☐ For each critical supplier, I know what I'd do if they vanished tomorrow.

3

☐ No single tool or account would halt operations if it became unavailable.

4

☐ Key tasks don't depend on one person who has no backup.

05 KNOWLEDGE CONTINUITY

What does the business actually depend on that exists only in your head?

The most dangerous single point of failure in most founder-led businesses is the founder. When decisions, context, and know-how live in one mind, the business can't run, or be handed over, without that person present.

DIAGNOSE, MARK WHAT IS TRUE

1

☐ The essentials of how my business runs are written down, not just remembered.

2

☐ Someone else could follow my key processes without me explaining them.

3

☐ Passwords, accounts, and access aren't locked inside one person's memory.

4

☐ If I stepped away for 30 days, the business could keep serving customers.

GET IT OUT OF YOUR HEAD, FREE TO DEPLOY

If most of that lives in your head, you're not alone; it's the founder's default. Business Brain is Creatiq's free tool for turning what you know into a structured system an AI can work from. Free to deploy, and your information stays on your own computer. → www.creatiq.com/business-brain

06 COMMUNICATION & RECOVERY

When something breaks, who needs to know, who makes the call, and how do you get back to normal?

Most of the damage in a disruption comes from the scramble, not the event itself. A simple, agreed plan for who decides and who communicates turns chaos into a sequence of calm steps.

DIAGNOSE, MARK WHAT IS TRUE

1

☐ It's clear who makes decisions during a disruption, before one happens.

2

☐ I know how I'd reach customers, team, and suppliers if normal channels failed.

3

☐ The contacts I'd need in a recovery are stored somewhere reachable offline.

4

☐ I know, roughly, the order in which I'd bring things back online.

THE OUTCOME

YOUR CONTINUITY SNAPSHOT

Turn what you noticed into a plan. Fill this in directly, or print it and write by hand. This one page is the whole point of the exercise.

THE 3 SERVICES OR OFFERINGS MY BUSINESS MOST DEPENDS ON	*1.* _____ *2.* _____ *3.* _____
MY THREE BIGGEST VULNERABILITIES (FROM THE PILLARS ABOVE)	*1.* _____ *2.* _____ *3.* _____
WHAT MUST RECOVER FIRST, SECOND, THIRD	*1.* _____ *2.* _____ *3.* _____
WHO IS RESPONSIBLE FOR WHAT IN A DISRUPTION	*Role & Decision Protocol:* _____ _____ _____ _____
MY NEXT THREE ACTIONS – AND BY WHEN	*Action 1:* _____ *by* _____ *Action 2:* _____ *by* _____ *Action 3:* _____ *by* _____



WHERE TO GO FROM HERE

RESILIENCE IS A POSTURE, NOT A PURCHASE.

You don't become resilient by buying a product. You become resilient by knowing what your business depends on and closing the gaps that matter most, a little at a time, starting now.

If this plan surfaced something about your digital foundation, the honest next step is simply to see it clearly. The free Digital Exposure Scan takes about a minute, no login, no obligation. From there, two paths tend to open:

IF YOUR EXPOSURE IS DIGITAL

Hosting, backups, recovery, someone accountable at 3am: that is what Amplify Core was built to steward.

IF YOUR EXPOSURE IS KNOWLEDGE

Too much living in your head? **Business Brain** (free) helps you get it out and make it usable. (Works with ChatGPT & Claude.)

Start with the free scan
www.creatiq.com/digital-exposure-scan

Either way, you leave this plan knowing more about your business than you did an hour ago. That's the point. Don't wait for disruption to discover what your business depends on.

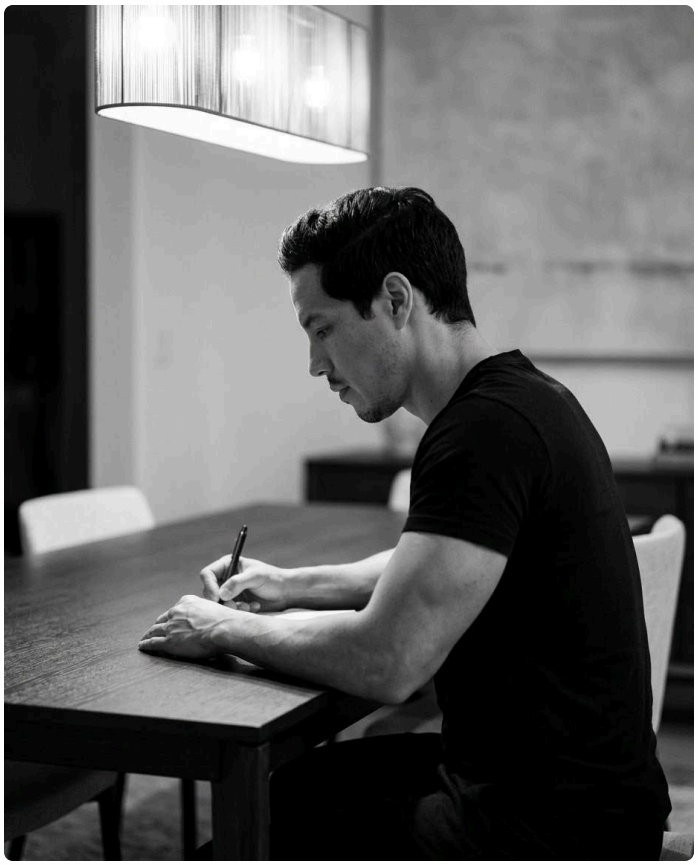
ABOUT CREATIQ

Creatiq is a strategic digital growth architecture firm that diagnoses, designs and deploys the growth systems your business runs on, for founders who have built something meaningful and are ready for it to grow without depending entirely on them.

We've stewarded business websites through software failures, migrations, updates and the ordinary unpredictability of the internet for over two decades, and we've never had a site we couldn't restore. Redundant offsite backups, migration included, and a human who owns the outcome.

We are founder-led. Every system, workflow and AI capability we build for clients runs inside Creatiq first.

Peter reaches hundreds of founders, service providers and operators, and has advised Big Four consulting firms on their internal AI deployment strategies.



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