

# Natural Disasters: Lessons Learned

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Beck | Redden.



Beck | Redden.



## Challenges from Disasters

- employee issues
- force majeure
- business continuity planning
- recovery efforts
- maintaining good customer and public relations

# Missteps?

**This man was fired for getting stranded in Hurricane Harvey**

**LADDERS** | HEIDI MOORE  
Aug 29th 2017 3:22PM



We are no longer offering you employment with The Citizen since you failed to start on the date in your offer letter.

9:22 AM



**Adam Schrader**  
@Schrader\_Adam

lol i just got fired by text because i'm trapped in a hurricane and couldn't make it to my first day of work. #Harvey

@NYDailyNews

9:36 AM - Aug 29, 2017 - Houston, TX

3,258 2,397 people are talking about this

# Missteps?

The screenshot shows a USA Today news article. The main headline is "Best Buy says \$42 bottled water near Houston was a 'big mistake'". Below the headline is a large image of a yellow Best Buy sign. To the right of the main image is a "Share your feedback" box. Below the main image is a smaller image of a person holding a sign that says "My 2nd Job Paid for my Sign!". To the right of this is another article preview titled "Teacher benefits: Do they make up for low pay?". Below the main article is a small photo of a Best Buy store with the caption "Photo: David Paul Morris, Bloomberg".

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