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What to Do When It All Goes Wrong: Disaster Planning and Crisis Management for Self-Storage Operations

Presented by
Tron Jordheim, Director
PhoneSmart

What Could Possibly Go Wrong?

Anything

Everything

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What Is Likely to Go Wrong?

- Theft
- Fire
- Car accident
- Slip and fall
- Water damage
- Domestic dispute
- Irate customer
- Police action
- Injury or death on site
- Something horrible is in a unit
- Customer-service fail



Be Prepared ... and Communicate

Have good contact info for:

- Customers
- Bosses
- Co-workers
- Vendors
- Emergency-response people
- Recovery people
- Insurance agents
- Public-relations people
- Website and social media managers



Know What to Say

- Here's the situation.
- We apologize for the situation and feel badly about it.
- Here's what we are doing to mitigate the circumstances.
- Here's what the next steps are.
- Here's what you (the person we're contacting) should do next.
- This is how we'll update you.



Be straight. Be honest. Be brief.

- And be quick about it.
- The faster you tell the story, the more understanding people will be.
- When you tell the story first, you own the story.



Manage the Hectic Pace

- Can you close the store?
- Can you re-route traffic?
- Can you enlist help?
- Can you rest and recharge at some point?



Let's Practice

Your building caught fire...

...while you were a asleep
...and the fire department called you.

...while you're on site,
and you smell the smoke.





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Let's Practice

The city has presented you with
an eminent-domain action...

Yikes!

Everyone has to move out!



Storage in the News

State Takes Over StorageMart at Atlantic Yards Ahead of Vacate Deadline

By Rachel Holliday Smith on November 19, 2014, 5:09 p.m.

PROSPECT HEIGHTS — The state has taken over operations of the [StorageMart](#) facility in the footprint of the Atlantic Yards project a month earlier than expected, officials said.

The StorageMart warehouse at 718-728 Atlantic Ave. was [one of seven buildings seized in September](#) by [Empire State Development](#) through eminent domain.

Source: DNAinfo.com



Let's Practice

A water main broke in front of your store...

... and water is flowing into the first floor
of your building.





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Let's Practice

You have an auction and find a box...

You suspect something bad and call the police.

They find someone in the box who's been missing a long time.





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Let's Practice

A car crashes into your facility...





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Let's Practice

Your community has a disaster...

Hurricane...

Blizzard...





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Contact the Presenter



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