BUSINESS RECOVERY FROM DISASTER

LEARNING FROM THE POSITIVES AND SILVER LININGS

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WHY the Positives

THRIVE:
- To become very successful, happy or healthy
- prosper, flourish
For the majority of SME owner operators, business performance often ranks far behind intangible goals such as autonomy, personal satisfaction and lifestyle.

Wang, Walker & Richmond, 2007
WHY the Positives?

- **JAPAN**: 95% of enterprises
- **USA**: 93% of enterprises
- **TAIWAN**: 98% of enterprises
- **NEW ZEALAND**: 97% of enterprises

SMEs
This study

- 24 businesses
  - 22 SME (1-53 employees)
    - 2 Large (100+ employees)
  - Sectors: Retail, ICT, Services, Manufacturing, Hospitality
- Degree of damage:
  - Lost premises – 16
- Status: Resumed Trading 18, Not Trading 6
Traditional Measures

Self Assessed Recovery Status

- Thriving
- Returned to pre-event state
- Survived
- Ceased

2 years
1 year
Positive Exits

“........ it all worked out for the best”
NON Trading

“........without it (earthquakes), I probably wouldn’t be where I am now”
Exited 2013
Positive Exits

- Is length of closure as important as we might think?
- How many businesses exit rather than fail?
New conceptions of space

• Retail co-location
New conceptions of space

• Hospitality co-location
New conceptions of place

• What space do we need?
  - moves out of the city
  - remote working
New conceptions of space/place

Benefits:

- Shared marketing
- Access to/observation of peers
- Reduced costs
- Potential for more
- Pleasant environment
“EPIC is shaping up to be a stunning silver lining”. (Epic Tenant)
Positive Caring & Support Networks

Financial

Self Esteem/
Self Belief
Positive Caring

Community:
Helping and being helped

Employees:
Gratitude
Connection to place
Reciprocity

Business:
Pride
Self Esteem
Retention of Assets

Recovery
Why the positives

Positive emotions help us to cope – to be resilient

(Bonanno, 1997, 2004; Frederickson & Levenson, 1998)
We are not returning to what was so we cannot just measure progress based on comparison with what went before.

If our aim is a thriving community - we need to consider more than just financial performance in assessing business’s contribution to overall recovery.

Measuring recovery – multiple measures
Further Information

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OR

www.resorgs.org.nz