

## Crisis Plan

### As You Like It



### Introduction

As You Like It is a female-owned, gender-inclusive, and body-positive adult store. Kim Marks established it as an online shop in 2012 before opening its storefront in Eugene, Oregon, in 2014. As You Like It is a store designed with Eugene's community in mind, offering shame-free educational resources, plenty of gender-affirming materials, and eco-friendly adult products. It is one of the Green America Certified Businesses, meaning it chooses environmentally friendlier products whenever possible. As You Like It's storefront boasts over 50 products from local small businesses, including books, toys, garments, stickers, oils, lube, and more.

### Crisis Inventory

#### *Theft*

There are three imaginable scenarios of theft; theft by shoplifting, theft by a break-in, and theft by an employee.

If theft by shoplifting occurs, a person pretending to be a customer may conceal merchandise within clothing, a bag, or another personal item. In this scenario, the store loses profit and inventory.

Theft by break-in occurs if a person forces entry into the store, typically during hours when the store is closed, though there is a possibility of a break-in when employees are present. If a break-in occurs after hours, there may be damage to the storefront, loss of inventory, and loss of profit. If a break-in occurs with employees inside, there is an additional risk of violence, which could put the lives of employees and customers in danger.

Theft by an employee may occur if any person staffed by the store decides to remove the merchandise from the store without paying for it or by paying less than is owed. Employee theft contributes to the loss of inventory and profit.

### *Technology failure*

As You Like It relies on technology to carry out essential tasks. The store's cashier uses a digital system to perform sales and keep stock of its inventory. A technological failure would force the store to halt its typical sales procedure. If a customer is ready to make a purchase, but the sale cannot be completed due to the system being down, the store could suffer a loss in sales and even lose customers. If Wi-fi goes down or is unreliable, it affects the system's ability to run smoothly and efficiently, negatively affecting the sales experience.

### *Breakage*

Many products are on display and used as 'testers' so people may try something out before buying it. The store encourages the customer to engage with most of the toys, so most people use one or more products in the store before purchasing anything. Fitting rooms are also open to the public so people may try on garments. Occasionally, a customer or employee may cause damage to a product while demonstrating how it works, trying it on, or out of recklessness. Breakage can cause the store to lose inventory or contribute to a waste of materials. If the store needs to replace a tester, it will have to take that product out of its stock, and if a garment is damaged, the store will either have to mark the price down or throw it away.

### *Misinformation*

As You Like It sells a variety of complex toys and sexual products that the average person may have limited knowledge of, so people may require help when shopping. Customers view the employees as a reliable source of knowledge for product information, ingredients, and other sexual wellness resources. If an employee wrongly advises a customer about using a product and it leads to injury or harm, that person may feel that the store is responsible. In the worst case, the store may receive backlash or lose credibility.

### *Mistreatment*

Employees and shoppers are subject to a wide range of customers daily. It is possible that someone may experience physical or sexual harassment or mistreatment in the store. An outburst of any kind may require immediate attention and disrupt business. In a moderate case, mistreatment may compromise the positive store environment. In the worst case, violence may occur, and an employee or customer may suffer emotional distress, injury, or death.

## **Stakeholder Identification**

### *Customers*

All the people who shop at As You Like It and the store's online website. Customers are regulars as well as one-time purchasers.

### *Sales Associates*

People who are employed by As You Like It to facilitate sales.

### *Assistant Managers*

People who are employed by As You Like It to manage the storefront and oversee sales associates.

### *Owner*

The owner and founder of As You Like It.

### *Suppliers*

Companies that have products sold by As You Like It. Additionally, organizations that supply As You Like It with educational resources.

### *LGBTQ+ Community*

Community members who identify as queer. People who come to As You Like It for products made with the LGBTQ+ community in mind.

### *Activist Community*

Community members who identify as activists. People who contribute to As You Like It's sex-positive environment and promote self-wellness.

### *Medical Community*

Community members in the medical field. People who come to As You Like it for mental health or sexual health resources.

## **Vulnerability Audit Questions**

### *Sales Associates*

1. How would you define a crisis in your field of work?
2. What is the most likely crisis that you can imagine happening at work?
3. What training have you received that would be helpful if you had to handle a crisis?
4. Who is your first contact if you need to call for backup assistance at work?

5. Are you aware of a crisis communications plan that exists at your job?
6. How often do you communicate with your superior while on the job?
7. How many fellow employees do you share a reliable line of contact with?
8. Are you aware of how to get help for yourself if you suffer harm at work?
9. Are you aware of a procedure to get others to help if they suffer harm at your place of work?
10. Are you aware of any theft protocols to follow if you catch someone stealing as an employee?
11. What is the most ethical thing to do if you catch another employee stealing from the store?
12. How would you protect yourself from a threatening person who intended to commit theft?
13. What would you do if a customer asked you a question you did not know the answer to?
14. Are you aware of a protocol to follow if the store's technology suddenly fails to work?
15. Do you have any general concerns about safety, the success of the store, or anything else having to do with your job?

#### *Assistant Managers*

1. What crisis is the biggest threat at your job?
2. What training do you have as an assistant manager that has prepared you to handle a crisis?
3. Who is the person at your company who needs to know about a crisis the soonest?
4. Who is the person at your company who has the final word on decisions following crises?
5. Who at your company is qualified and ready to handle crises in person?
6. How do you communicate with your superiors/inferiors? What channels are available for communication?
7. Are you aware of any current crisis communications plan at your job?
8. How would you protect yourself if there was a break-in while you were at work?
9. How would you assist an inferior if they reached out to you for help after being mistreated by a customer?
10. What would you do if you were the first to find out about a break-in or theft?
11. What would you do if a customer asked you a question you did not know the answer to?
12. What is the most ethical thing to do if you catch an employee stealing from the store?

13. How many employees do you have a clear communication channel with?
14. Do you have any general concerns about safety, the success of the store, or anything else having to do with your job?

#### *Owner*

1. What kind of skills do your employees have that enable them to handle a crisis?
2. Have you trained each employee to follow a protocol if they witness theft?
3. How have the employees at your store been trained at different levels? Does this qualify them to handle crises at different levels?
4. What is the most concerning situation you can imagine happening at your company?
5. What is the most likely crisis you can see happening at your company?
6. Who should the first responder be if someone gets injured inside the store?
7. When was the last time you established a crisis management plan?
8. Is there any time when you are typically unavailable throughout the work day?
9. Who do you communicate with the most out of your employees? What about the least?
10. How do you ensure that employees have adequate knowledge of your products?
11. How do you ensure your products are safe for everyone to use?
12. What is your policy for handling customers who mistreat employees or other customers?
13. What is your policy for responding to a technology failure?
14. What is your policy for handling breakage or damage to products?
15. Where can your employees quickly access information about your store policies?
16. Do you have any general concerns about safety, the success of the store, or anything else having to do with your job?

#### *LGBTQ+ Community*

1. How do you feel about the social environment when shopping?
2. How do you feel supported (or not supported) by the staff at As You Like It?
3. What worries you the most about shopping or coming into the store?
4. Are you aware of the mental and physical health resources that are available in the store?
5. Are you satisfied with the collection of health resources available for you in the store? Is anything crucial missing from this supply?

6. Do you typically ask the employees questions about the products you are interested in? What questions do you ask the most?
7. Are the staff very knowledgeable and willing to help?
8. Do you trust the staff to have your best interest in mind instead of blindly selling products to you?
9. How confident are you that employees will stand with you to protect the store and everyone inside from harassment?
10. Are you ever worried about mistreatment from any other customers?
11. Do you have any other general concerns about the store or your shopping experience?

### **Crisis Team Structure**

Considering As You Like It's relatively small and close-knit staff, each employee is responsible for playing an integral role on the crisis team.

- Kim, the owner and founder, is Incident Commander. She makes the final call for all crisis management decisions because she opened the store and has made extensive investments in its success. Kim will direct all employees to act accordingly to her policies in the face of a crisis. She communicates with all employees when there is a crisis.
- The second in command will be the assistant manager, Melissa, who has been with the store for the longest behind Kim and witnessed a break-in. Melissa will be the safety officer responding to break-ins, violence, or theft reports by notifying the appropriate authorities and Kim.
- The marketing manager will be the public information officer. They are responsible for informing the public about crises and offering the most up-to-date information about the store through social media. They also communicate information between Kim and the sales associates.
- The sales associates are employee assistance officers, taking the lead in managing the people in-store when a crisis occurs. They report information directly to the safety officer.
- The on-call employees would be in charge of customer assistance, ready to take calls if a customer crisis occurs. They are prepared to help communicate incidents to the public information officer.

