



Likely Unlikely Situations eBook

Version 1

The world's a weird place right now, and the new normal really isn't that normal. But one great thing about the human race is that we're adaptable. We're tenacious. We're downright stubborn in the face of adversity. Emergencies and crisis situations have existed since the first person walked (stumbled, fell, got a bloody nose). And from those shaky situations we've evolved. We developed tools to better understand and manage critical moments, ensuring our continued survival.

Tools like AlertFind, a state-of-the-art Emergency Notification System that gives you real-time communication capabilities at the click of a button. It was designed to help organizations of all sizes keep their people safe and their businesses running. No matter what happens. Obviously, it's great for emergencies - hurricanes, fires, floods, active shooters. It has you covered. More than covered, in fact. The same goes for IT calamities. If your IT system goes down, AlertFind gives you the power to keep the power on, while you get things back to normal.

But what about the less common situations? Those weird, surprising, hard to plan for moments that happen less often than most, but more often than we'd like to admit? In this eBook, we're going to explore some of the unlikely, likely situations that have happened, and will happen again. No matter how far-fetched, they're here to serve as a reminder that the truly unexpected does occur - and an excellent Emergency Notification System is the key to surviving them.

Animals in the area

Stop us if you've heard this one before. You're at the office bright and early, looking to get a head start on a busy day. You have your second coffee in hand, and you're just making your way across the dark parking lot when you hear something. A child's laugh. No. Not a child. Not even a human. You grip your keys tighter as the rising sun reveals... a hyena, picking scraps from the ground, blocking your access to the office. If your organization is based in South Africa, this situation is not as wild as it sounds. In fact, exotic animals like baboons, hippos, and lions are frequent in certain suburbs. That's not something you want to deal with at any time of day, right?

Now, in most places, barring a carefully-orchestrated Madagascar-style zoo breakout, these animals aren't likely to trouble you. But there are plenty of other animals, wild and domesticated, that can inflict serious harm or even death to you and your team. Research by Outforia identified the states with the highest number of deaths caused by animals between 1999 and 2019, with Texas, California, and Florida topping the list. Granted, not every fatal attack occurred in or around an office, but the risk remains. If your team works outdoors, that risk only grows. This is where an Emergency Notification System can be used to not only connect with your affected team in the field, but also prevent others from being in that hazardous field to begin with.



Unusually armed offenders

A comprehensive Emergency Notification System can literally be the difference between life and death during an active shooter scenario. Keeping your team connected is a major part of keeping them safe and free from harm. But sometimes people are armed with something unconventional. Something that you didn't even realize was a weapon until they used it that way.

Not sure what we mean? Below is a list of some actual items identified as weapons during alerts from the personal safety app, Citizen:

Broomstick	Computer
Sewing machine	Frypan
Fried chicken	Pickaxe
Vacuum cleaner	Scooter

As ridiculous as some of these seem, the reality is that anything can become a weapon in the wrong (or right?) hands. An effective Emergency Notification System can help your team avoid an unfortunate "death by broomstick" incident. Because nobody wants that.



The sky is falling

Have you ever had one of those days where you feel like you're unreasonably unlucky? We weren't there, but we can imagine that's how the residents of a house in San Carlos, Uruguay felt on September 18th, 2015. They came home, possibly hoping to lie down and watch some TV before bed. Except that wasn't possible. Why? Both their TV and bed had been destroyed by a rock. But it wasn't just some ordinary rock. As recorded by Science Direct, the 712g San Carlos Meteorite, classified as an LL6 chondritic breccia, "...broke through the asbestos cement roof and a wooden suspended ceiling."

Fortunately, that high-velocity rock only did limited property damage. But on February 15th, 2013, the citizens of Russian city Chelyabinsk weren't so lucky. On that fateful day the Chelyabinsk meteor, measuring approximately 65.6 feet in size and traveling at approximately 11.9 miles per second, exploded above the city. With a force that was equal to 30 times that of the Hiroshima bomb, the subsequent shockwave damaged over 7,000 buildings and injured almost 1,500 people.

In the above cases, the ability to prevent such catastrophes is limited. But in their unlikely event, an Emergency Notification System provides real-time, 2-way communication, allowing you to quickly assist any impacted people.

Unwanted visitors

Visitors are a regular part of daily business operations. Most of them are welcome and expected, or at least tolerable, even if they show up unannounced. However, there are also visitors that we didn't plan for, would never plan for, and certainly don't want to linger on our premises.



We're talking about that pushy vacuum cleaner salesperson with armfuls of brochures. That scientologist who "only needs a minute." That disgruntled ex-employee who swears they still work here, that there was just a minor misunderstanding, and if they could just talk to Kathy in HR they'll get it all squared up. Whether you know them or not, whether they're simply overstaying their welcome or full-on trespassing, an Emergency Notification System is an efficient way to alert your team and get rid of those unwanted visitors in a timely manner.

The rise of riots



In democratic societies, protests are a normal and accepted way for people to voice their opinions as a collective. In many cases, they result in positive societal changes and dissipate without any negative incidents. But even the most well-intentioned, peaceful protests have the potential to turn violent or dangerous when people on different sides get heated.

In research carried out by Visual Capitalist, there were four major categories of civil unrest identified in the United States from 2000 to 2020, as follows:

1. Economic and social injustice
2. Sports and event related riots
3. Politically-motivated civil unrest
4. Reaction to police actions

Whether it's the Occupy Wall Street movement, the Philadelphia Eagles' first Super Bowl win, or even a pandemic-induced lack of toilet paper, civil unrest can quickly evolve into a high-risk situation. And it's not just on the streets. Violence and conflict can happen spontaneously in confined areas too - sometimes right there in your business corridors or offices. As things develop, it's important to ensure your team is kept up to date on the location and scale of any incident, as well as their options for escaping or avoiding the impacted area.

Unexpected evacuations

It's almost lunchtime. You're finishing up your weekly report, making that final sales call, or getting ready for that post-lunch meeting. Suddenly, a strange odor drifts across your desk. You try to ignore it. But then your eyes twitch. Your throat gets scratchy. Your breathing becomes labored. No, your colleague Doug hasn't hit you with a dose of pepper spray. But he might as well have. Those chili peppers he just heated in the company microwave have released the chemical capsaicin into the air, causing an office-wide evacuation.

As improbable as this scenario sounds, it actually happened in a Rochester, N.Y. apartment building, causing immediate firefighter and police response. We're used to evacuations caused by emergencies such as fires or floods, but there are times when we need to get out of dodge for truly bizarre reasons. Whether the cause is something lethal or simply an irritation, an Emergency Notification System allows you to coordinate your team and get them back working from somewhere else until your workspace is a safe space again.





No matter how unlikely the above scenarios are, they still have some degree of likelihood, and can happen anytime, anywhere. And these are just a few examples. With the right Emergency Notification System, you can keep your team safe from pandemics, from natural disasters, and active shooters. But you can also keep them informed, prepared, and ready for all the other weird and unexpected situations that can change your business for a year, or just an afternoon.

Keep your organization prepared for anything with a state-of-the-art mass notification system.

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Sometimes **“expect the unexpected”** isn’t enough.
Keep everyone updated when everything stops.

