Create recovery goals for your company: One of the key components to recovery and working within the nation’s incident command system is managing by objectives. Tailor the following to your overall objectives:

- **Protecting the Public** is the number one initial objective of a response strategy and it is an initial goal that is in common between you, investigative agencies and regulatory agencies. *Create your goal below for protecting the public, keep it concise and informative. Drag to enlarge the test box:*

- **Protecting your brand** is a key factor to emerging successfully in the recovery phase. *Create your goal below for protecting the public:*

- **Close the recall as soon as possible** so that you can begin the process of restoring your operations back to normal. *Create your goal below for closing your recall and resuming normal operations:***