



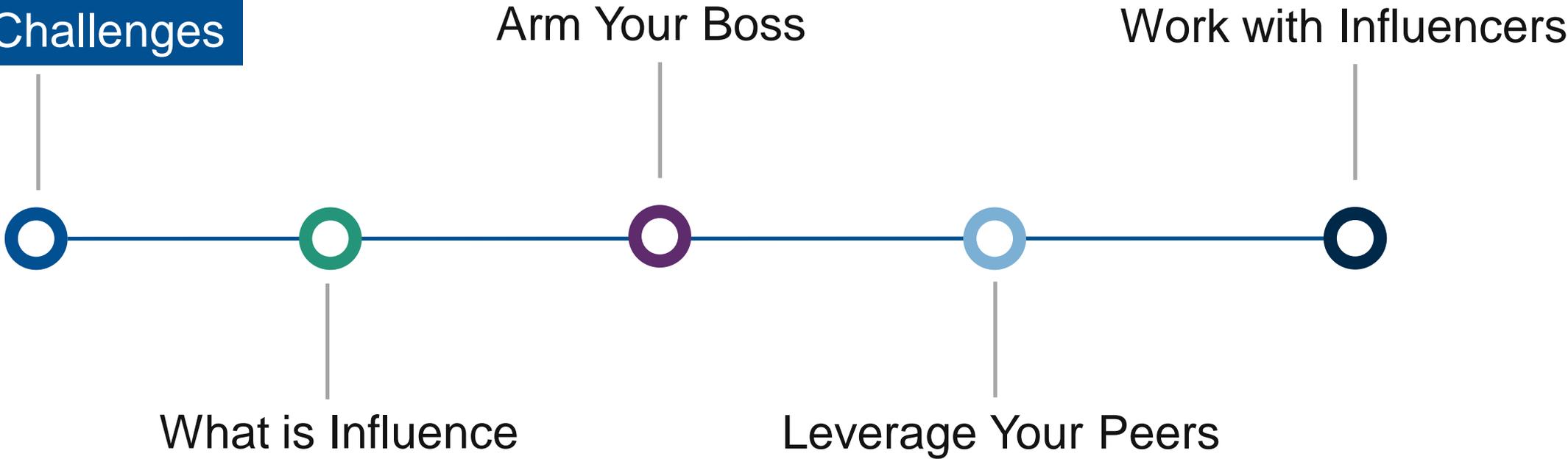
**Make Your Voice Heard,
Even If You Are Not
Seated At The Table**

Office of the CISO



Agenda

CISO Challenges

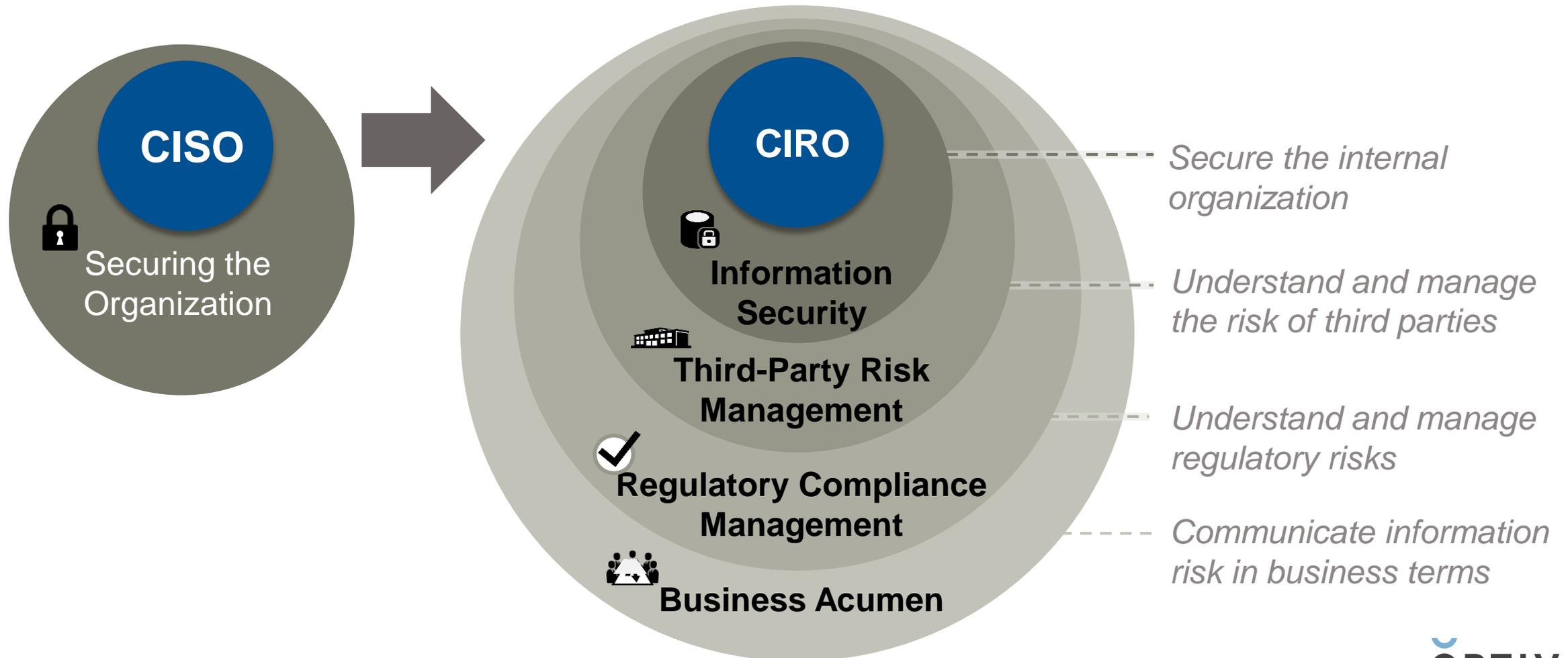


The Situation



Evolution of the CISO

The focus has changed from protecting the IT infrastructure to managing the information risk to the organization

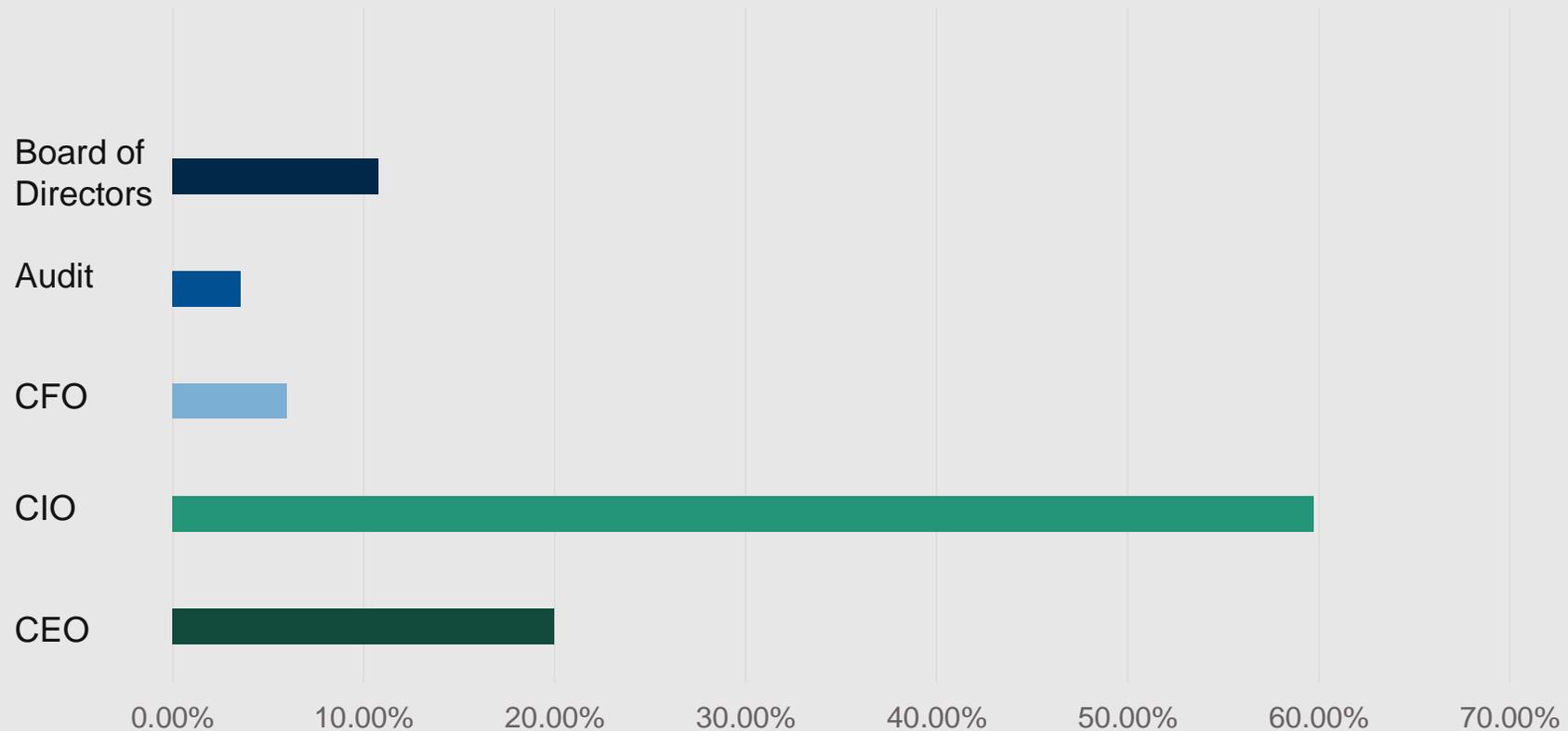


Reporting Structure



Reporting Structure for Cyber Security

Where does security report to in your organization?



Total Respondents: 621

Agenda

CISO Challenges

Arm Your Boss

Work with Influencers



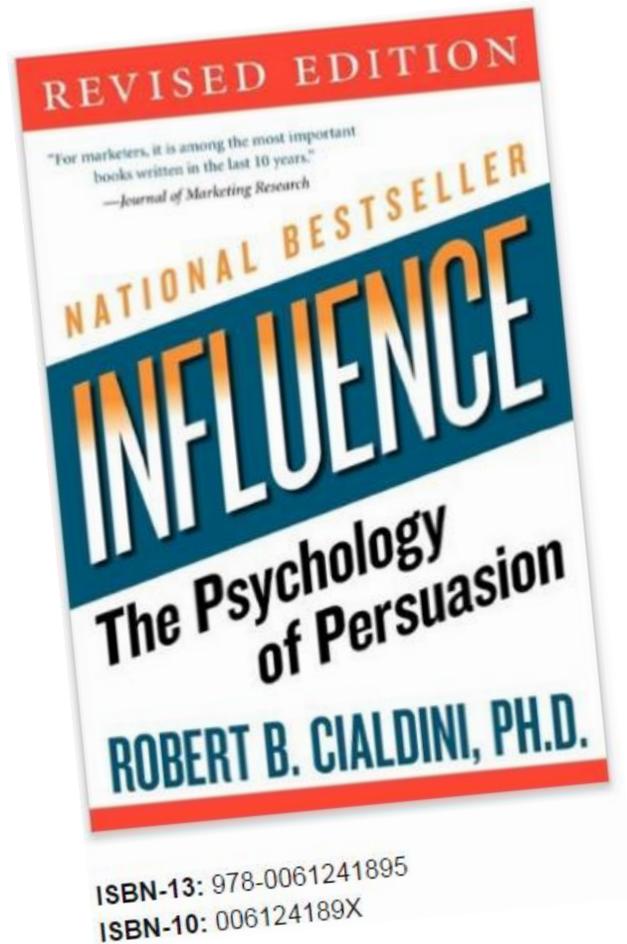
What is Influence

Leverage Your Peers

Influence Is Not ...



Influence Is ...



Six Fundamental Psychological Principles That Direct Human Behavior

Ψ Reciprocation

Ψ Liking

Ψ Consistency

Ψ Authority

Ψ Social Proof

Ψ Scarcity

Reciprocation

The urge to repay in kind what another person has provided us.



Consistency

Once we make a choice or take a stand on an issue, we feel personal and interpersonal pressure to behave consistently with that decision.



Social Proof

Determining correct behavior in a given situation based on what we see other people doing.



Liking

People prefer to say yes to requests from others we know and like.



Authority

Obedience to authority is a powerful force and in many cases it is an automatic response.

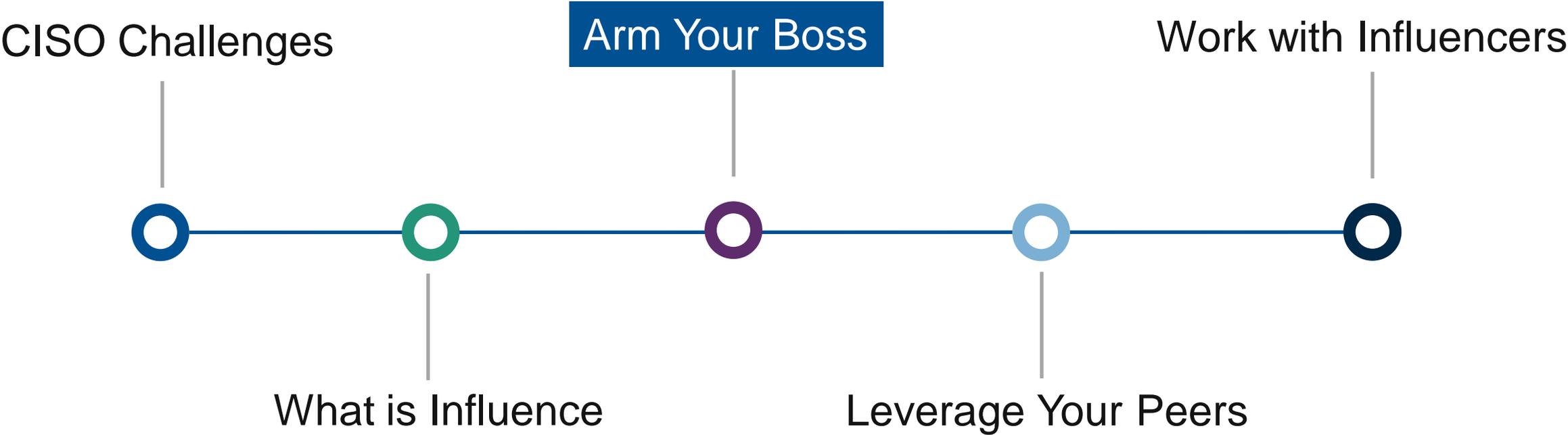


Scarcity

An item that is rare or becoming rare is more valuable even if it would normally have little appeal on its own merits.



Agenda



Daily Headlines

FBI Warns of New POS Malware

By Roy Urrico
June 12, 2015 • [Reprints](#)



Amidst the uproar over the massive government worker [data breach](#), smaller intrusions continue to take place, such as a recent cyberattack against a restaurant chain's credit card system that prompted the FBI to issue a warning.

The announcement warned that criminal hackers are using new malicious software named after the TV character Punky Brewster, but spelled "Punkey,"

to steal personal financial data. Investigators have high confidence that Punkey recently infiltrated the network of an unidentified restaurant chain.

Top 10 cyber security questions CEOs should ask

Treasury official says risk conversation must extend beyond IT

12/16/2014 - 12:58 | Written by John Ginovsky | Comments: 0 Comments



Cyber security needs to extend beyond the arcane language of IT and information security specialists, to include the CEO and board of directors, a top Treasury official recently told a meeting of the Texas Bankers Association.

"Part of the challenge is that cyber security is too often described in language only relevant to technical experts and is too often left in the hands of technology professionals without the watchful oversight of senior executives and boards," said Sarah Raskin, Deputy Secretary of the Treasury.



Responding To News Articles Maturity



Clueless

They still print newspapers and magazines?

Avoidance

You dismiss the article as another example of industry FUD.

Reactive

You cancel all meetings and dinner plans while you research and draft a response.

Proactive

You start reading the WSJ and send the article along with a detailed response before being asked.

Strategic

You are the one writing the articles that have everyone else scrambling.

Five NACD Principles



1

Directors need to understand and approach cyber security as an **enterprise-wide risk management issue**, not just an IT issue.

2

Directors should understand **the legal implications** of cyber risks as they relate to their company's specific circumstances.

3

Boards should have adequate access to cyber security expertise, and **discussions about cyber-risk management should be given regular and adequate time on the board meeting agenda.**

4

Directors should set an **expectation that management establish an enterprise-wide cyber-risk management framework** with adequate staffing and budget.

5

Board-management discussions about cyber risk should include identification of which risks to avoid, accept, mitigate or transfer through insurance, **as well as specific plans associated with each approach.**

Sample NACD Questions

Questions Directors Can Ask to Assess the Board's "Cyber Literacy"

#2 Do we think there is adequate protection in place if someone wanted to get at or damage our corporate "crown jewels"? What would it take to feel comfortable that those assets were protected?

1. What do we consider our most valuable assets? How does our IT system interact with those assets? Do we believe we can ever fully protect those assets?
2. Do we think there is adequate protection in place if someone wanted to get at or damage our corporate "crown jewels"? What would it take to feel comfortable that those assets were protected?
3. Are we investing enough so that our corporate operating and network systems are not easy targets by a determined hacker?¹
4. Are we considering the cybersecurity aspects of our major business decisions, such as mergers and acquisitions, partnerships, new product launches, etc., in a timely fashion?
5. Who is in charge? Do we have the right talent and clear lines of accountability/responsibility for cybersecurity?²
6. Does our organization participate in any of the public or private sector ecosystem-wide cybersecurity and information-sharing organizations?
7. Is the organization adequately monitoring current and potential future cybersecurity-related legislation and regulation?³
8. Does the company have insurance that covers cyber events, and what exactly is covered?⁴
9. Is there directors and officers exposure if we don't carry adequate insurance?⁵
10. What are the benefits beyond risk transfer of carrying cyber insurance?⁶

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What is Influence

Leverage Your Peers

A photograph of two men in business attire. One man, wearing glasses and a blue suit, is speaking and gesturing with his hand. The other man is partially visible in the foreground, looking towards the speaker. A blue semi-transparent banner is overlaid across the middle of the image.

Take advantage of the relationships
built by your peers



Successful leaders cultivate advisors

Let me tell
you a story



Questions

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