Jargon-Free
Risk-Based
Business Focused

Highly Interactive
and Practical

CYBER MANAGEMENT ALLIANCE

EXECUTIVE BRIEFINGS

CYBER & PRIVACY INSIGHTS FOR THE BUSY EXECUTIVE

Non-technical awareness sessions for executive management

STRICTLY CONFIDENTIAL

Cyber attacks have become a staple mention in global risks landscapes with respected bodies like the World Economic Forum, amongst others, consistently featuring cyber threats in their annual reports.

Top 5 risks in terms of likelihood – 2019

- Extreme weather events
- Failure of climate-change mitigation and adaption
- Natural Disasters
- Data fraud or theft
- Cyber-attacks

World Economic Forum Global Risks Report 2019

It is safe to propose that cybersecurity can no longer be ignored as a technical risk and instead, CEOs, business executives and boards of directors who are in place to manage risk at the companies they govern, must consider cybersecurity as another form of risk.

AT CYBER MANAGEMENT ALLIANCE'S EXECUTIVE CYBER AND PRIVACY BRIEFINGS:

- **Bespoke and structured cyber and privacy awareness sessions.**
- **Discuss and put into pragmatic context relevant cyber and privacy regulations.**
- **Tactical and strategic recommendations to help reduce risk exposure.**
- **Discuss current and future cyber threats and how they impact your business.**

> "Over-emphasis on technological (as opposed to management, behavioural and cultural) aspects weakens cyber defensive capabilities."
>
> *Bank of England and FCA – 2015*

WHO SHOULD ATTEND

Any business executive who would like to gain a better understanding of information risk, cyber attacks, and how to protect their businesses from cyber criminals.

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Cyber Management Alliance's Executive Briefing and Awareness Session (EBAS) is specially designed for executive management, CEOs and board of directors, engaging them in a business context to help explain the threats and risks from cyber-attacks, and providing them with simple, tactical and strategic steps to help improve their resilience to reputation-damaging cyber crises.

The truth is that most businesses only discover how ineffective their plans are when they are actually hit by a cyber-attack.

A cyber crisis is often invisible and near impossible to detect in the early stages. In many cyber-attacks, by the time a business detects the attack it is often too late. The data has been stolen, the newspapers know about your attack and your customers are worried about their personal data being in the hands of criminals.

The Executive Briefing and Awareness Session is structured around key topics and based on our experience with clients from different sectors around the globe. However, it is flexible and can be tailored to the type of audience and business.

LEARNING OBJECTIVES

- List the key benefits of focusing on cyber resilience.
- Describe the simple steps and strategies a business can introduce to improve organisational cyber resilience, speed of detection and speed of response.
- Discuss the importance of privileges and credentials, and their role in maturing an organisation's cyber security and resiliency posture.
- Explain the business impact of cyber-attacks on under-prepared organisations.
- Discuss the importance of knowing about business-specific threat actors and their motives, and its importance in cyber risk management.
- Explain the importance of visibility and the key strategies to ensure an organisation is better prepared for the Golden Hour.

- **Non-technical, business focused.**
- Delivered by a leading cyber and privacy practitioner.
- **Highly engaging delivery tailored to the type of audience.**
- Focuses on the business and sector-relevant challenges.
- **One-to-one private sessions.**
- Delivered globally across various sectors.

Topic	Details
Business Impact: Fact or Fiction	• Providing a pragmatic fact-based insight into the real and present threat from cyber-attacks • Case studies – non-technical analysis of the business impact of attacks
Threats & Risks: The Agents of Chaos	• Discuss the importance of threat actors, their motivation and the role of threat actors in scenario planning and risk management
Threats & Risks: The Protection Fallacy	• Discuss and propose a better way than simply focusing on protect
Threats & Risks: The Privileged User	• Insights and examples into the importance and relevance of privileges and users with privileges
Threats & Risks: The Golden Hour	• The relevance and significance of the Golden Hour, and critical insights into what you can do to increase your chances of managing a crisis with little negative impact
What Would You Do?	• An interactive *"What Would You Do?"* session based on one or more attack scenarios

TARGET AUDIENCE

- CEOs, Chairpersons
- Legal Counsels
- HR Directors
- Communications/ PR Directors
- Business Units/ Division Heads
- Directors/ Heads of Sales & Marketing
- CIOs/CTOs
- Board members, Non-Executive Directors (NEDs)

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