Demystifying Cyber Security culture Strategy

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Agenda

• Learnings + War Stories
• Ingredients of a Cyber Security culture strategy
• Summary + Questions
Who am I?

Industry experience
• Financial Services
• Aviation
• Retail and Consumer
• Logistics
• Media
• Defense

Holistic experience
• Culture and Awareness
• Risk
• Compliance
• NIST/ISO Control Frameworks
• Strategy
We all have projects

- Cyber Security champions network
- Escape rooms
- Articles
- Posters
- Focus Groups
- Phishing Tests
- Etc.
We all have projects

- Cyber Security champions network
- Escape rooms
- Articles
- Posters
- Focus Groups
- Phishing Tests
- Etc.

The three questions

- What problems will your projects tackle?
- What projects will you prioritise?
- How will you successfully show implementation of your strategy?
My learnings

We all have projects
- Cyber Security champions network
- Escape rooms
- Articles
- Posters
- Focus Groups
- Phishing Tests
- Etc.

The three questions
- What problems will your projects tackle?
- What projects will you prioritise?
- How will you successfully show implementation of your strategy?

Create a strategy
- What are the ingredients?
- How to tell a coherent story?
The Hero’s journey

Joseph Campbell
The Hero’s journey

- Call
- Forces
- Hero
- Journey
- Reward
Ingredients to a Story

Ingredients to your Cyber Security Culture Strategy

Call → Cyber Security Goal
Forces → Factors
Hero → Cyber Security culture projects
Journey → Journey
Rewards → Outcomes
The ingredients to your strategy

- Cyber Security Goal
- Factors
- Cyber Security culture projects
- Journey
- Outcomes
Cyber Security Goal

What is the outcome your organisation is trying to achieve?

– Lean into the wider Security Strategy
– Speak to leadership
Strategy Map

– Goal: Use Security to provide a competitive advantage

USE SECURITY TO PROVIDE A COMPETITIVE ADVANTAGE

Goal

Factors

Requirements

?
The ingredients to your strategy

- Cyber Security Goal
- Factors
- Cyber Security culture projects
- Journey
- Outcomes
Factors

Example Factors:

- Regulatory
- Threat Landscape
- Safety
- Business
- Operational
Strategy Map

- Identify Factors which will effect the goal

- Goal: Use Security to provide a competitive advantage

Goal

Factors

Requirements

REGULATION

THREAT LANDSCAPE

USE SECURITY TO PROVIDE A COMPETITIVE ADVANTAGE

?  

?  

?  

?  

?  

?
The ingredients to your strategy

- Cyber Security Goal
- Factors
- Cyber Security culture projects
- Journey
- Outcomes
Factors

How can you align to the Factors?

– Identify any Security Awareness requirements
Strategy Map

- Identify any Security Awareness requirements from the Factors

Goal

Factors

Requirements

USE SECURITY TO PROVIDE A COMPETITIVE ADVANTAGE

REGULATION

NIS DIRECTIVE

GENERAL DATA PROTECTION REGULATION

PHISHING ATTACKS

PASSWORD HARVESTING

- Identify any Security Awareness requirements from the Factors
– Identification of projects

– Determine projects for all the requirements

Goal

Factors

Requirements

Projects

USING SECURITY TO PROVIDE A COMPETITIVE ADVANTAGE

REGULATION

NIS DIRECTIVE

ROLE BASED TRAINING

CONTRACTOR TRAINING

THREAT LANDSCAPE

GENERAL DATA PROTECTION REGULATION

PHISHING ATTACKS

PASSWORD HARVESTING

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PASSWORD HARVESTING
The ingredients to your strategy

- Cyber Security Goal
- Factors
- Cyber Security culture projects
- Journey
- Outcomes
The Journey

– How can you justify your journey?
Scoring Criteria

- Score your projects
  - Higher the impact the greater the score
  - Higher the complexity the greater the score

<table>
<thead>
<tr>
<th>Scoring Criteria</th>
<th>Minimum Score (0)</th>
<th>Maximum Score (4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMPACT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Factor Alignment</td>
<td>No alignment to ‘factors’</td>
<td>Complete alignment to ‘factors’</td>
</tr>
<tr>
<td>Business Enablement</td>
<td>Does not enable business processes</td>
<td>Significantly enables business processes</td>
</tr>
<tr>
<td>Safety Risk Reduction</td>
<td>No reductions in safety risk</td>
<td>Significantly reduce safety risk</td>
</tr>
<tr>
<td>COMPLEXITY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resources</td>
<td>Specialists resources available</td>
<td>No resources available</td>
</tr>
<tr>
<td>Financial Costs</td>
<td>Below £100k</td>
<td>Above £10m</td>
</tr>
<tr>
<td>Duration</td>
<td>Less than 3 months</td>
<td>2+ years</td>
</tr>
</tbody>
</table>
The illustration on the right will enable you to:

- Request funding (top right)
- Tactical start (top left)
The ingredients to your strategy

- Cyber Security Goal
- Factors
- Cyber Security culture projects
- Journey
- Outcomes
The Outcome

Example measures of success

- Role Based Training
  - 85% of staff from high risk departments trained
  - 90% knowledge increase
The ingredients to your strategy

– Cyber Security Goal
– Factors
– Cyber Security culture projects
– Journey
– Outcomes
Bringing the story together

Goal: Security as a differentiator for competitive advantage

<table>
<thead>
<tr>
<th>Factor</th>
<th>Requirement</th>
<th>(Prioritised) Projects</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regulation</td>
<td>NIS Directive</td>
<td>1. Role Based Training</td>
<td>1. 85% trained from high risk area</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Contractor Training</td>
<td>2. 100% contractor trained</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. eLearning refresh</td>
<td>3. eLearning procured by 2020</td>
</tr>
<tr>
<td>Regulation</td>
<td>GDPR</td>
<td>1. Customer data eLearning</td>
<td>1. 100% completion rate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Call center training</td>
<td>2. 85% call center staff trained</td>
</tr>
</tbody>
</table>
Closing remarks

The Cyber Security Culture Strategy is underpinned by a Cyber Security call to action.

Additional information

- Align your strategy to the Cyber Security goal
- Get buy-in for your strategy
- Ensure success can be measured

Further information

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Thank you

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