You’ve Been Called to the Boardroom – Are You Prepared?
CyberSecureGov
Agenda

• The Boardroom uniqueness
• Why are you there
  • Planned update
  • External issues
  • Internal issues
• “Packaging” your presentation
• Utilizing feedback
• Questions
The Boardroom is Unique

- Board members are not from your company
  - They don’t know you
  - Cybersecurity is not often a prime concern
- They may have information that you don’t
  - Shareholder concerns
  - Issues at their own companies
  - Company changes
  - New technology interests
- Situation driven
  - Publicized Cyber attack
  - Data exposure
  - Business assessment
Why are You There?

• Are you the SME for a situation
  • Known/Unknown
• Is this a planned status update
  • Review existing situation
  • New technology assessment
  • Is this the result of an external situation
  • Known vulnerability assessment
  • Competitor or partner compromised
• Is this a result of an internal situation
• Data exposure or loss
• Cyber attack/Denial of service
• Application error
Potential Areas of Discussion
Check “trending” news
Are You the SME for a Situation

• Are you prepared – known issue or status update
• Metrics presentation/discussion
  • Business impact
    • Revenue
    • Customer impact
    • Reputation
  • Personal impact
    • Liability
    • Image
    • Employment
Planned Status Update

- Technology assessment
  - Existing tool status
  - New technology on the horizon
- Metrics
  - Business Value
    - Revenue systems
    - Customer “satisfaction” – system usage/social media activity
  - Comparative analysis
  - Similar industry comparatives
  - Overall environment comparatives
Metrics

• No-Value metrics
  • Number of systems unpatched
  • Number of attacks you face
  • Number of viruses detected – unless specific
  • Number of users

• Value metrics
  • Number of successful attacks
  • Revenue systems targeted
  • Customer systems targeted
  • PCI/PII records exposed
  • Misused authorized access
External Situation Driven

• What environmental changes are you aware of?
  • Internet and network issues
  • Software concerns
  • Advanced warning notices

• Competitive businesses engaged
  • Targeted attack on competitors
  • Targeted attack on others

• Non-competitors engaged
  • Core software (OS, Network, etc.)
  • Application software (Office, Adobe, etc.)
Internal Situation Driven

• What internal issues are you aware of?
  • Cyber attack (ongoing or mitigation activity)
  • Data loss or exposure
  • Credential loss
  • Advanced warning notices
  • Targeted attack
  • Core software (OS, Network, etc.)
  • Application software (Office, Adobe, etc.)
“Packaging” the Presentation

• Frame the story
  • What is the take-away
  • Expectations of board
• What’s the backup plan X 2?
• High level communications
  • Business terms
  • No “tech speak”
• Standard template
  • White space is OK
  • Bullets
  • Concise
Utilizing Feedback – IMHO

• Take action item notes
  • Clarify the response desired and timeframe
• Identify the board lead in cyber security
  • Research board member companies for issues
• Listen for board concerns
  • Looking for validation
  • “Mood check” – satisfied with information
• Follow-up with board secretary for notes
  • Specifics for your presentation
  • Request any advice he/she might have
Questions?