Risk Is Money
PRESENTER

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What Do We Mean by **RISK IS MONEY**

Cyber Security is not an IT Concern it is a Business Risk
Why Is Risk Money?

Fund Risk
To minimize loss

SHAREHOLDERS
Why Is Risk Money?

- **SHAREHOLDERS**
- **BOARD OF DIRECTORS**

**Fund Risk**
- Minimize loss
- Support shareholders
Why Is Risk Money?

Validates Risk
In terms of profit or loss
Why Is Risk Money?

Communicates Needs, Solutions
In terms of risk to profit or loss
Why Is Risk Money?

- **Fund Risk**: To minimize loss
- **Fund Risk**: Minimize loss support shareholders
- **Validates Risk**: In terms of profit or loss
- **Communicates Needs, Solutions**: In terms of risk to profit or loss
Why Do I Care? Why Should Government?

- You are going to spend money on security either way
  - As security practitioners, we want to maximize success

- Even without shareholders, there are a finite amount of resources that need to be prioritized
  - The risk-to-dollars intersection enables prioritization
The Stages of Grief

Denial
First, there was Denial

“Why did this happen to us?”

Anger
Then there was Anger, after an Incident

“Why did this happen to us?”

Bargaining
Followed by Bargaining

“I spend enough money, security will happen.”

Depression
Then Depression Sets In

“If I can’t prevent it, why should I spend the money?”

Let’s get to Acceptance TOGETHER

“This is unlikely/won’t happen to us”
Cyber Security is inherently based on the needs of the business.

**Current State:** Driven by vulnerabilities and detection

**Future State:** Driven by business risk, informed by cyber threat intelligence

Break The Cycle

Risk Driven Cycle
What Practitioners Focus On

How security practitioners are incentivized

Inputs to Task Execution Do Not Equal Business Risk
What Senior Leaders Focus On

- Market Performance
- Shareholder Equity
- Reputation with Customer
- Economic Performance

What is NOT the Focus: Cyber Security
Enabling Cyber Security Practitioners

Empowers Practitioners to Make Business-Informed Decisions
Increases their ‘Connectedness’ to The Business
Focus on cyber risk in terms of money

Financial grounding translates cyber risk into common language

Empowers them to make informed decisions on cyber risk
Getting to Acceptance

Think in Terms of Business Risk Strategy

Risk = Likelihood x *Overall* Potential Loss

Cyber Risk
Making Your Business Case

Cyber Risk **MUST** be Thought of in Terms of Money at **ALL** Levels of The Organization
The New Era of Cyber Risk

- All industries are driven by BUSINESS RISK, not threats alone
- Cyber risks must be tied to money, or it lacks business value
- The risk-to-dollars intersection enables prioritization
- Cyber risk assessment empowers non-security leadership
By Empowering Practitioners to Understand a Risk Strategy you are Empowering Leadership to do Their Job and Succeed
Q&A