NIST
Cyber Security Risk Management Conference

Risk Is Money

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PRESENTER

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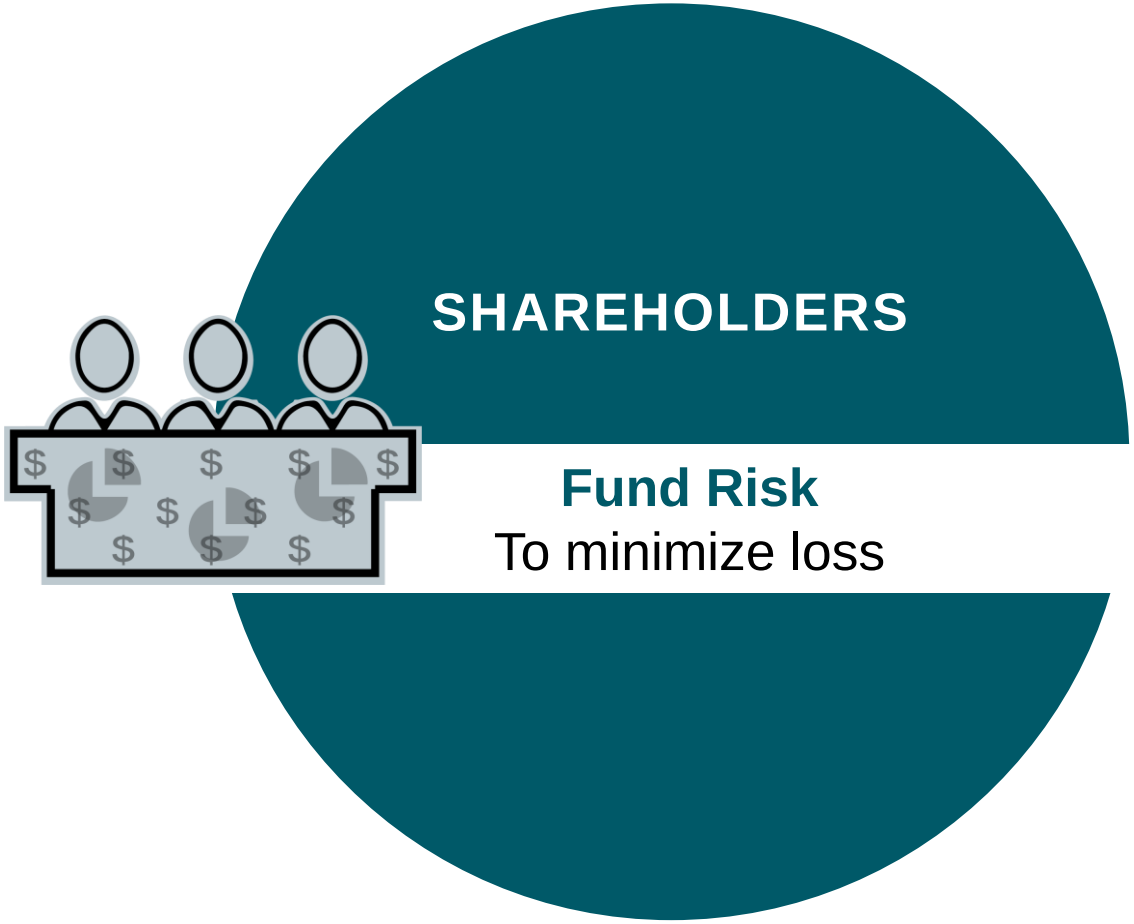
What Do We Mean by RISK IS MONEY

Cyber Security is not an IT Concern it is a Business Risk

Why Is Risk Money?



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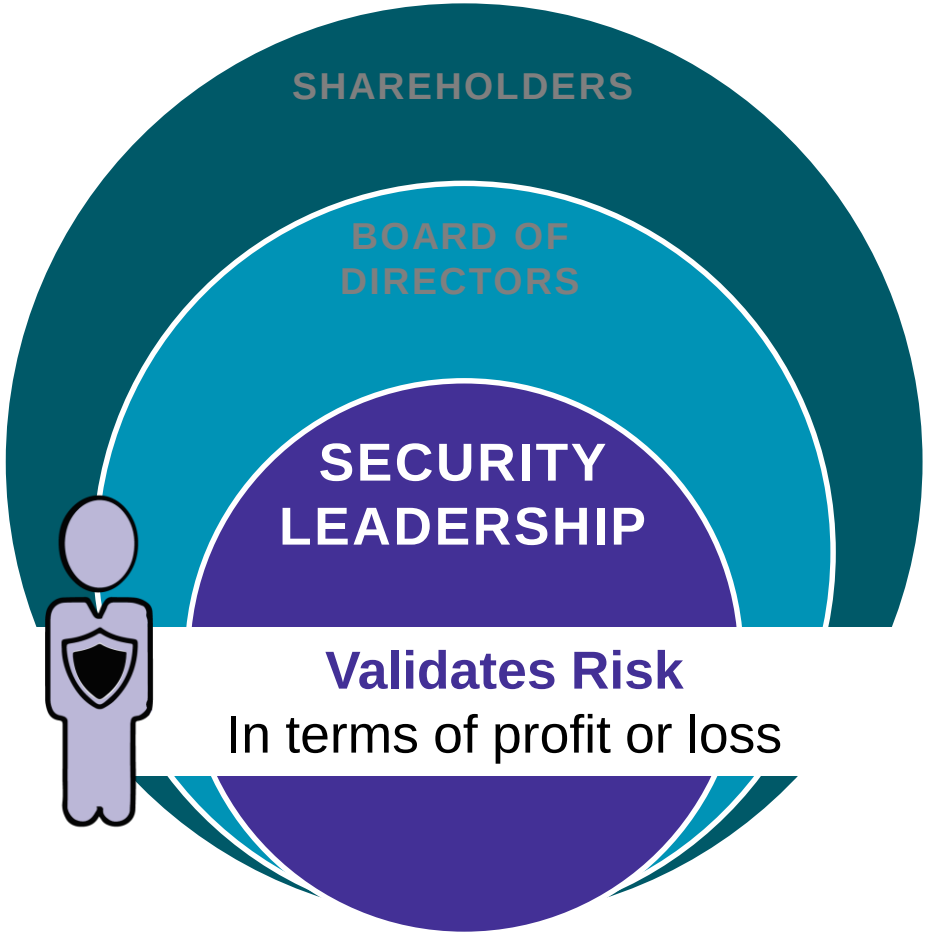

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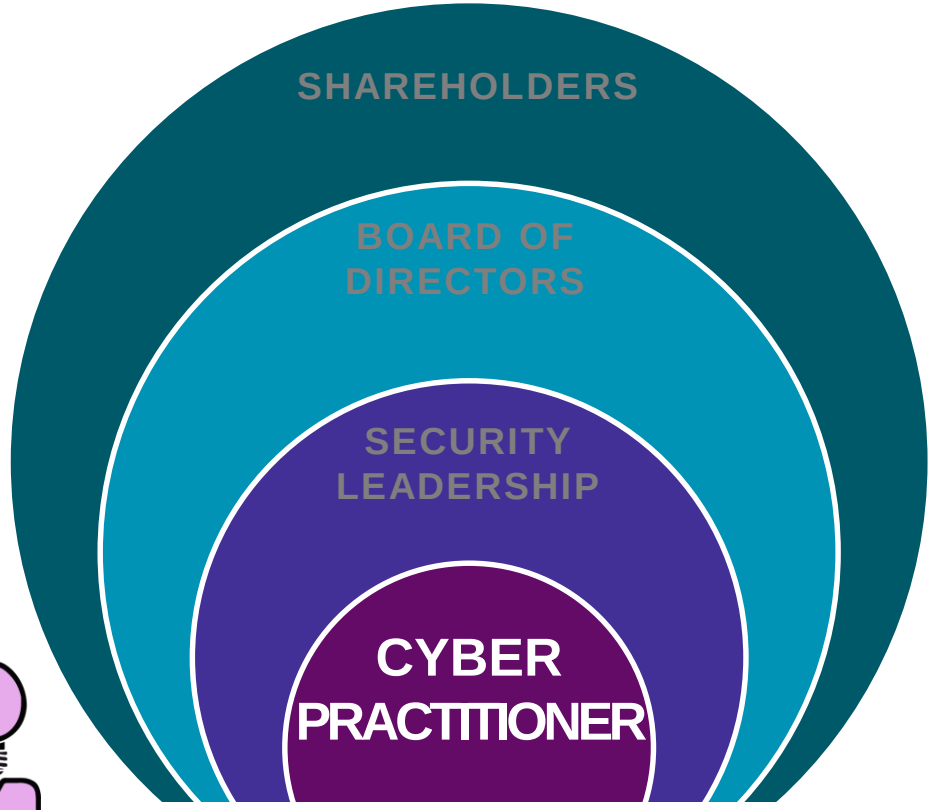

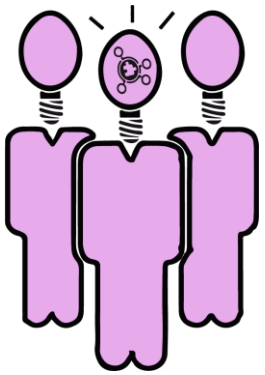

Communicates Needs, Solutions

In terms of risk to profit or loss

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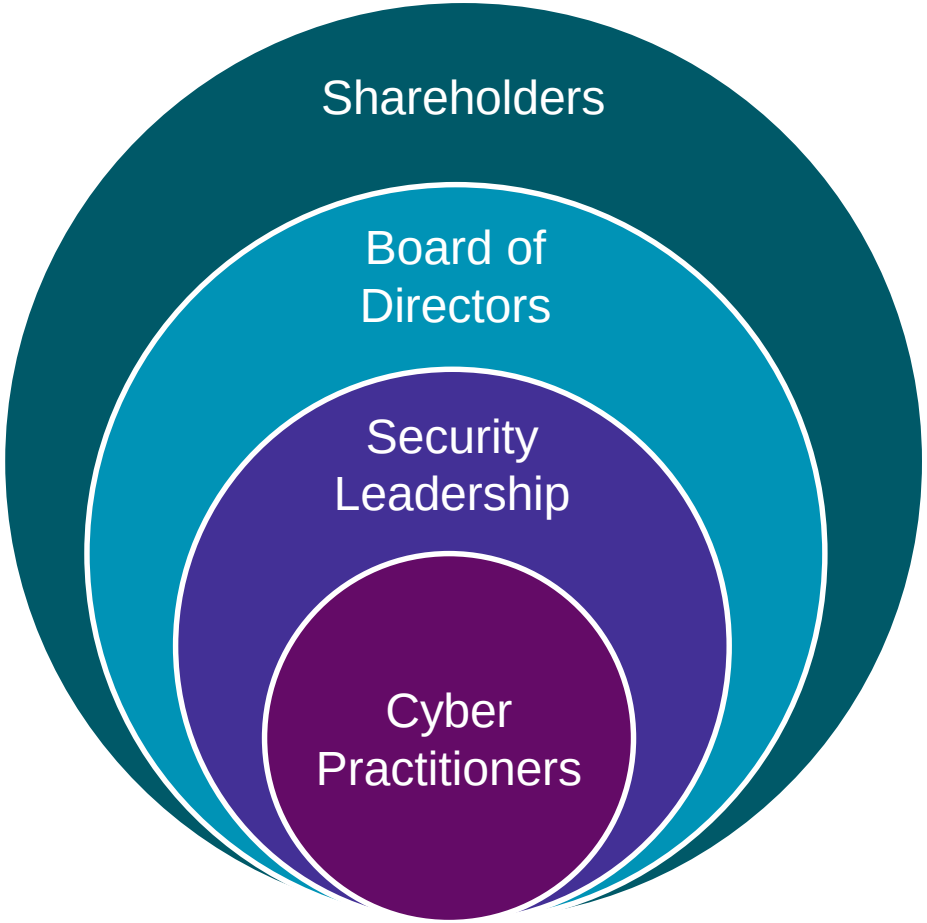
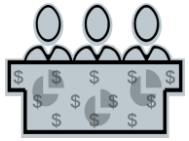
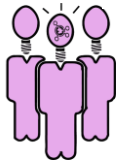




Fund Risk
To minimize loss

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

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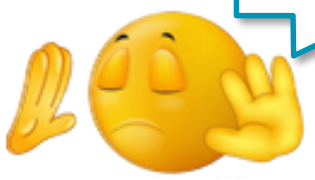
Why Do I Care? Why Should Government?

- 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

"This is unlikely/won't happen to us"



Denial

First, there was Denial

Anger

Then there was Anger, after an Incident

"Why did this happen to us?"

"If I spend enough money, security will happen."

Bargaining

Followed by Bargaining

Let's get to Acceptance TOGETHER

Depression

Then Depression Sets In

"If I can't prevent it, why should I spend the money?"

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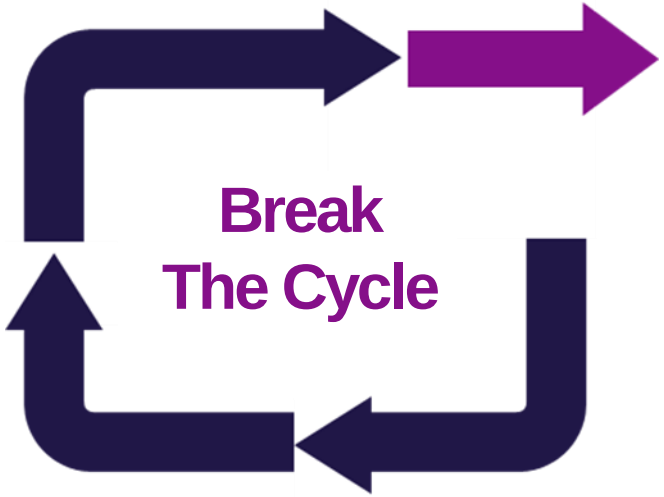
Breaking the Cycle

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

What Practitioners Focus On

How security practitioners are incentivized

Inputs to Task Execution Do Not Equal Business Risk

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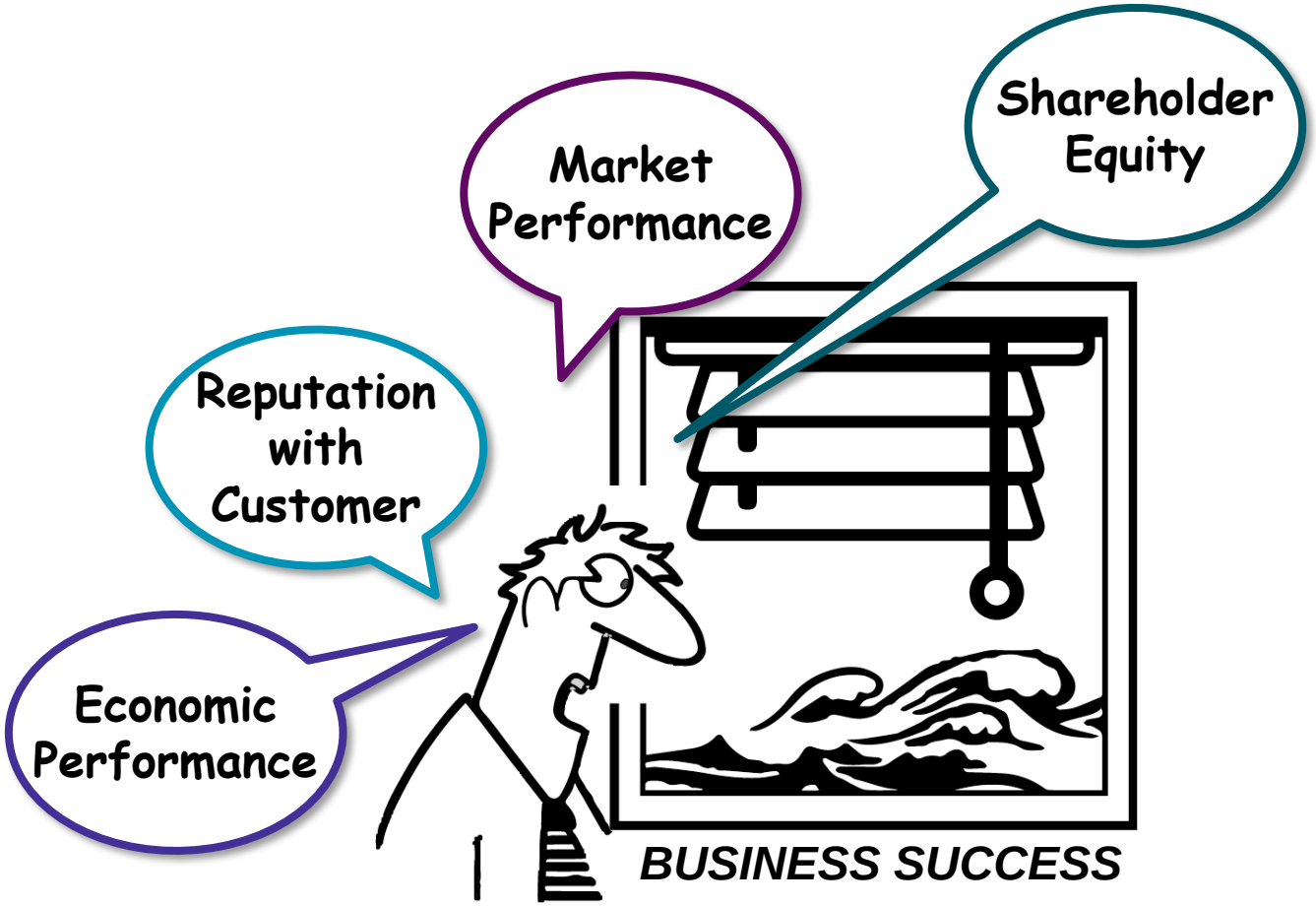
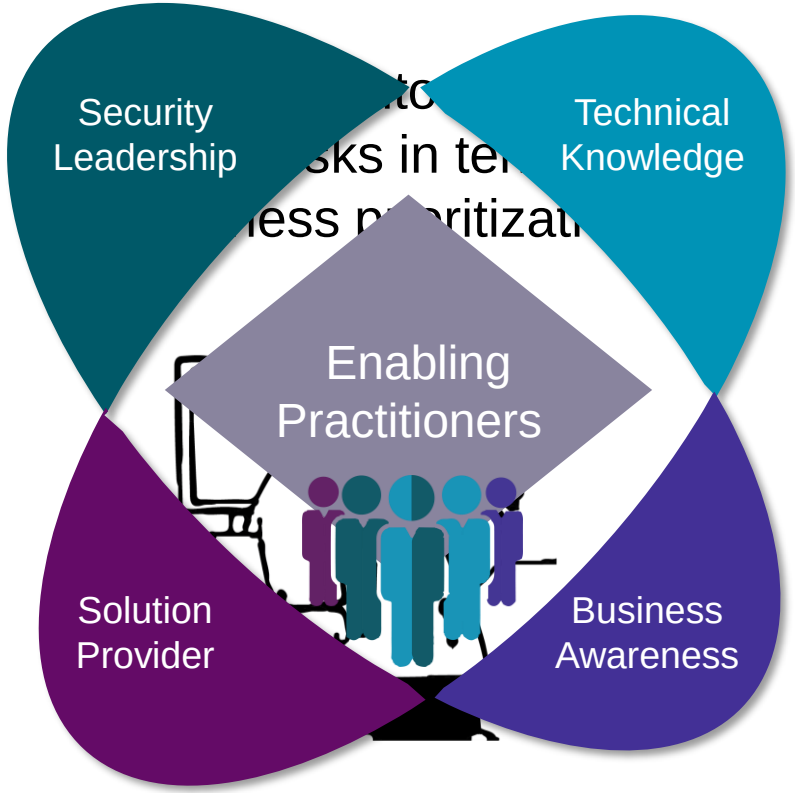
What Senior Leaders Focus On



What is NOT the Focus: Cyber Security

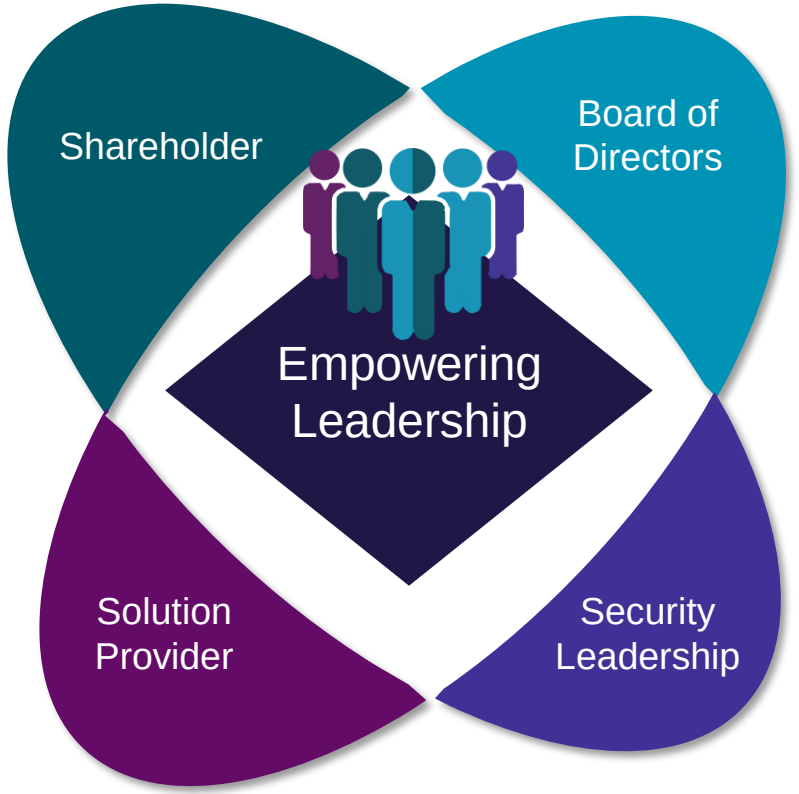
Enabling Cyber Security Practitioners



Empowers Practitioners to Make Business-Informed Decisions
Increases their 'Connectedness' to The Business

Empowering Leadership

- 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



The Risk that Remains is The Result of a Conscious Choice

Getting to Acceptance

Think in Terms of Business Risk Strategy

Risk = Likelihood x *Overall* Potential Loss

Cyber Risk
Making Your Business Case

Cyber Risk <u>MUST</u> be Thought of in Terms of Money at <u>ALL</u> 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

Summary

By Empowering Practitioners to Understand a Risk Strategy you are Empowering Leadership to do Their Job and Succeed

Q&A