3 questions your CEO has about Cybersecurity

(in simple terms)

Cybersecurity

(in simple terms)

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If I told you

- **(hypothetically) someone**
- **will rob you in**
- **your house**
- **next week**

What would you want to know?

You'd probably have the **same 3** questions everyone has

You'd probably ask a version of

1. **Is there any way to prevent it?**

2. **What are they going to steal?**

3. **What should I do when it happens?**

Your CEO has the same questions on cybersecurity

(here's the breakdown ➡)

Question 1

How do we prevent it?

For illustration, let's use the example of a house robbery:

- **What** do we install (locks/alarms/ cameras)?

- **Will** these things reduce the chance of a robbery?

- What will they **cost**?

Tip: keep it focused

Some might be interested in:
- **what the door is made out of**
- **or how the alarm works**

But...
- **most. don't. care.**
- **just protect the house**

For cybersecurity this means:

1. What **budget** do we need for cyber controls?

2. How **effective** will they be at stopping the attack?

(what's the residual risk in nontechnical terms?)

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Question **2**

What is the impact?

Using the house example:

- What are the **valuable** things in the house?

- What kind of damage/**repairs** will be needed?

For cybersecurity this means

1. What **business secrets** or customer data could be stolen?

2. What **business services** could go down?

3. Whats the **financial/reputation** cost?

Question **3**

What should we do ?

For a house:

- How do I **protect** myself and family?

- Who should I **call**?

- What should I **do**?

For cybersecurity this means

1. Is there a **written plan**?

2. Which **departments** and **third parties** need to get involved?

3. Does everyone know their **role**?

Senior management is smart. They know what is needed to steer the ship.

These 3 questions give them the context to assess the current cybersecurity posture.

If you can answer these in clear terms, **you can build trust** and get the support you need.

Thanks for reading

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