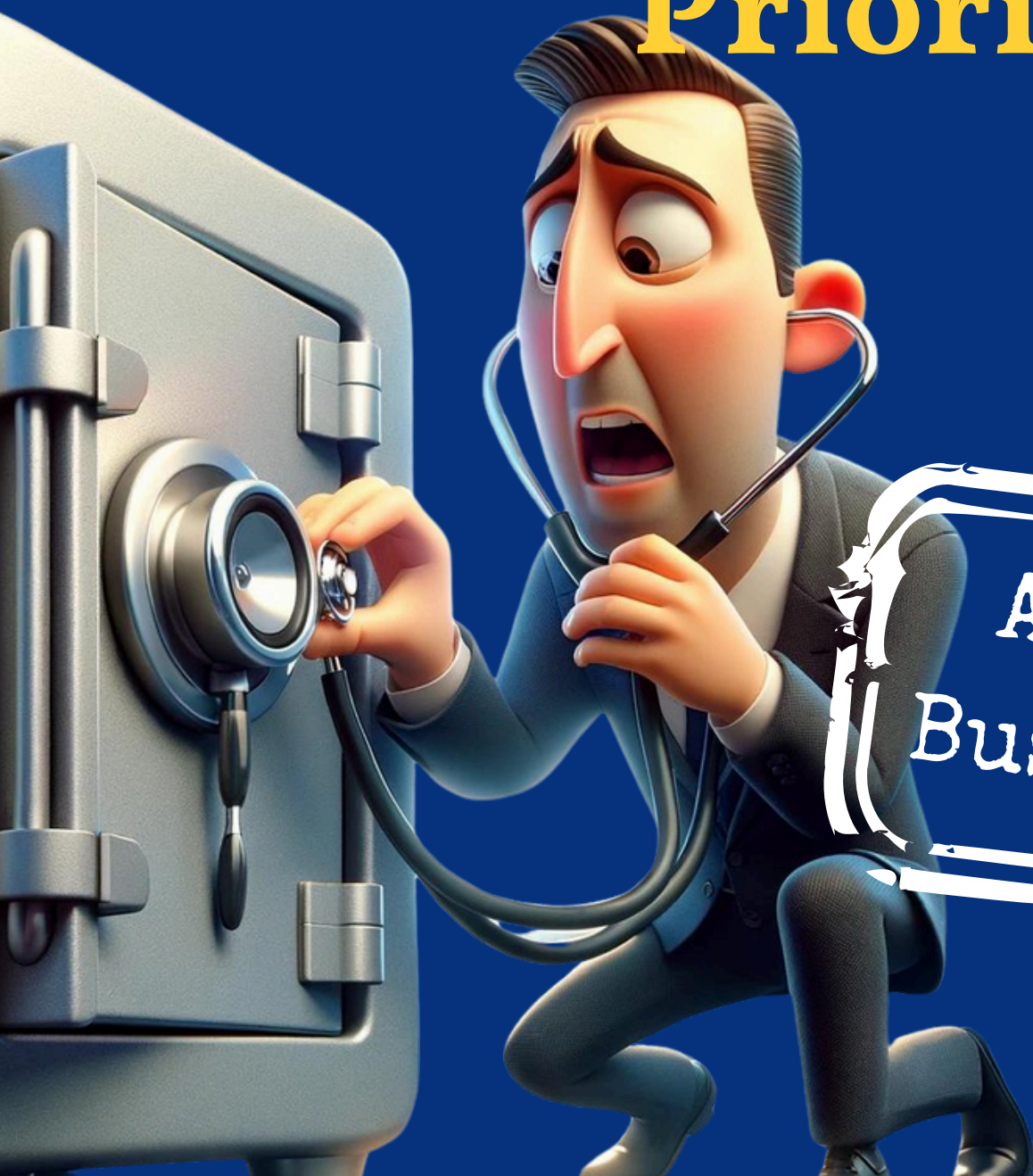




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Crack the Code: Aligning Cyber with Organisational Priorities



A CISO's Guide to
Business Alignment



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But Security IS the Priority

In the world of cyber, security is the priority. But the business needs to be profitable to stay alive.

Understanding and aligning with existing priorities can turn your program into the priority and leverage other budgets for your goals.





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Demonstrate how
cyber practices add value
to the business and
amplify your influence
as a leader across
business
discussions.





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The Common Disconnects

Misunderstanding Strategic Goals

It's like decoding a Morse code message while wearing ear plugs... too many assumptions.

Unknown Risk Appetite

You can't crack a safe if you don't know how far around the dial turns.

Lacking Insight into Operations

It's like finding your way on a map without the legend or key waypoints.



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If some of them sound familiar, no stress, it's a common place to be.

Here are a few ideas to get started...





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Get a Seat at the Planning Table

Engage in conversations with business unit leaders about key goals, future growth areas and how you can help them achieve goals.

Create a **SWOT analysis** and **Quadrants of Knowledge** after each conversation. Use these to craft your cyber strategy for future conversations.



Cyber Rosetta Stone



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Determine their Risk Tolerance

Ask senior executives or Board members clear questions like, "Which potential business risks keep you up at night?"

Their responses may surprise you, but they will give you a clearer picture of the company's appetite.

...and buy your Risk Manager a coffee, they'll be happy to get you onside.



Cyber Rosetta Stone



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Know the Numbers

Learn about the business' key financial drivers, revenue stream(s) and cost centres. Ask the finance team how a cyber incident could impact the bottom line or the company's valuation.

Once you know the bigger numbers you'll better understand how your projects can drive profit and resonate with others.



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So reach out to a business leader today that you've only met once. Buy them a coffee and get started.

Share your experience below...





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Still unsure
how to begin?

Reach out for a conversation.

We help CISOs bridge the gap and
build risk-based strategic plans.
We deliver fit for purpose results
to positively impact
business resilience.



I'M DAN ELLIOTT.



I write about:

- Cyber Risk
- Cyber Resilience
- Cyber Insurance

Follow me, and together we'll reduce your cyber risk and build more cyber resilient organisations.