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ASSET OR THREAT:
WHAT ROLE DO YOU PLAY FOR YOUR ORGANIZATION IN CYBERSPACE?

TOPICS / CATEGORIES

Futurist + Trends + Strategy	Sales + Marketing	Global Change + Thought Leadership	Technology + Leadership	Cybersecurity Awareness
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Cybersecurity: The Battle in Cyberspace We Must Win

Any discussion of cybersecurity will inevitably include things like firewalls, network monitoring, and intrusion detection systems.

Having a strong perimeter around your organization's infrastructure is important. Yet even an organization with the strongest perimeter has one key vulnerability: its people.

In cyberspace, people, not infrastructure, are the most important asset or greatest weakness. This is very much dependent on their cyber IQ.

A breach will more than likely involve a member of an organization. This isn't necessarily done with malice. People make mistakes. They click on links or download files they shouldn't, accidentally offer up information to the wrong person, or even execute regrettable and costly money transfers.

These things happen, every day in fact. This program is designed to educate leaders and team members on developing good organizational cybersecurity while recognizing and thwarting a cyberattack.

In this presentation, Scott, who has spoken for at FBI Cyber Warfare conference and routinely provides cybersecurity training for a variety of companies, shows you how to best to protect yourself and your organization online.

LEARNING OBJECTIVES
- ✓ Analyze critical cyber breaches for practical lessons
- ✓ Understand what the bad guys want and the innovative ways they go about trying to get it
- ✓ Examine the latest techniques bad actors use to trick your team into giving them information or access to a network
- ✓ Determine how to protect your data in the eventuality of a successful breach
- ✓ Take practical steps to lower your risk of becoming the target of a cyber attack

BEST AUDIENCE
Business-side leaders looking to learn the fundamentals of cybersecurity, technology-side leaders looking farther into the future of cybersecurity, Chief Security Officers, Human Resources, all employees