

**Cybersecurity Awareness Level-up:**  
Making your people part of your security strategy



**BEAUCERON**  
SECURITY



# About Ian

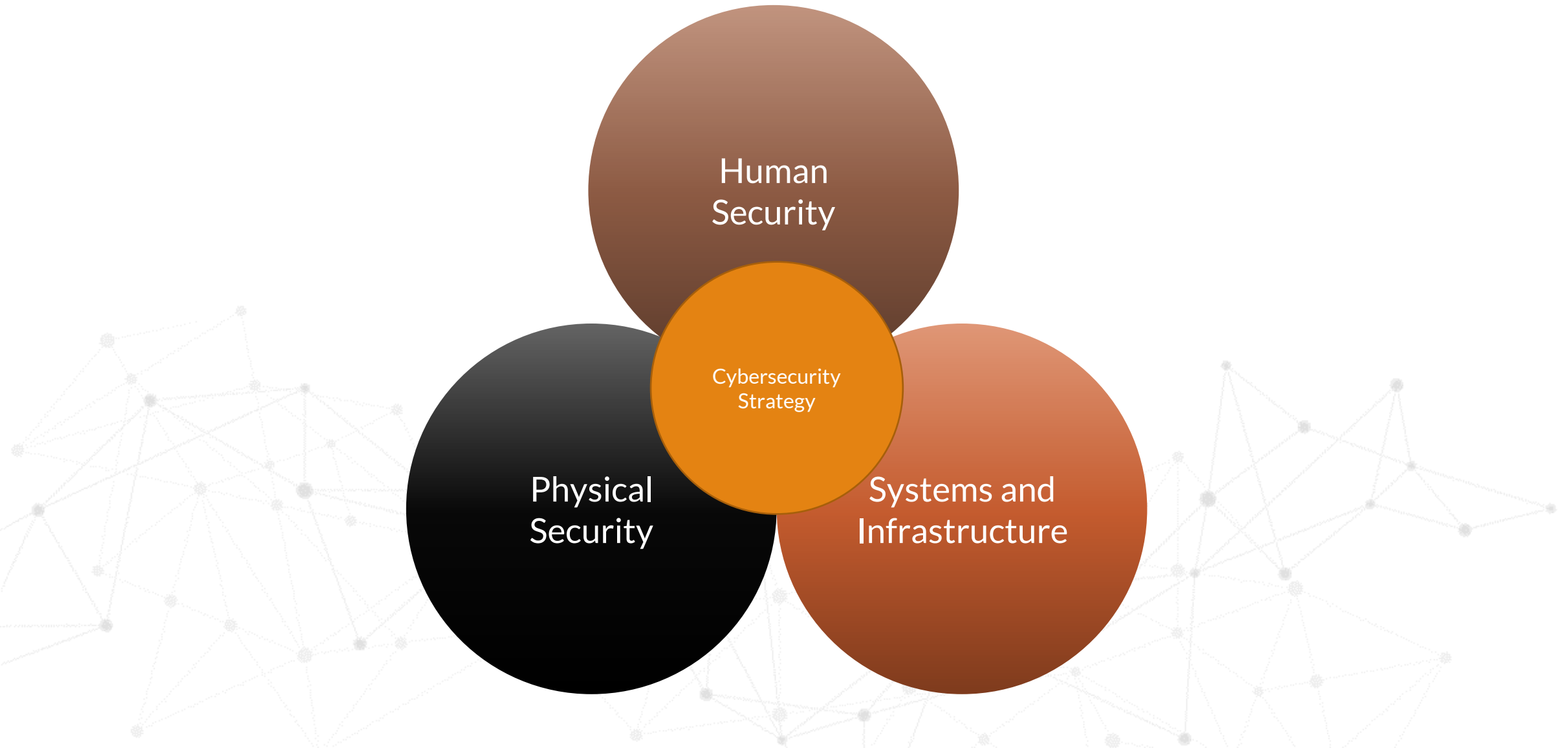
- Chief Evangelist & Co-founder
- Product Experience and Interface Architect
- Software Developer by trade
- Experience in Sustainability, Higher Education, and Cybersecurity
- Passionate about making cybersecurity tools better with good experience and putting people in control
- Worked with national banks, telecoms, higher ed, energy, and government building effective cybersecurity awareness programs



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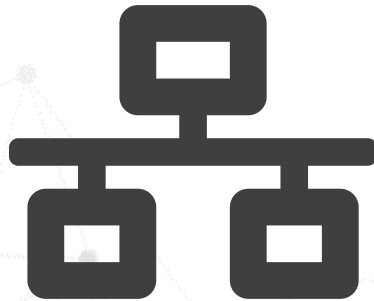
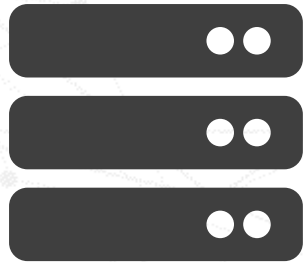
## SECURITY

# The anatomy of a cybersecurity strategy



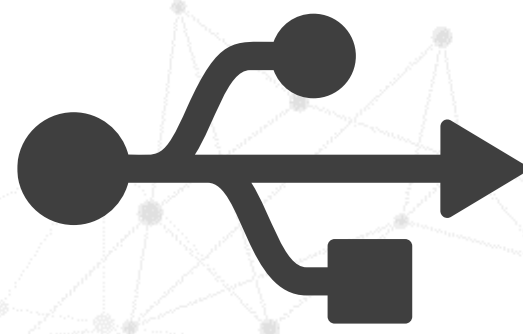
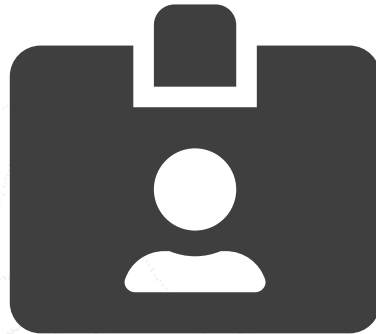
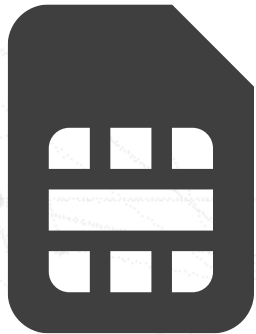
# The anatomy of a cybersecurity strategy

Systems and  
Infrastructure



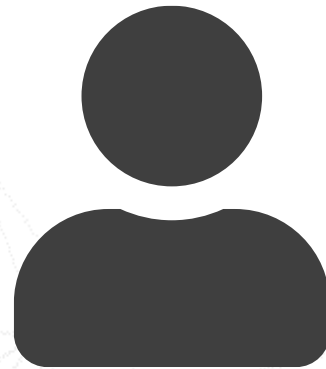
# The anatomy of a cybersecurity strategy

Physical Security



# The anatomy of a cybersecurity strategy

Human Security



# The threat landscape

**\$3.86 Mil**

Average total cost of a data breach

\*IBM's 2020 Cost of Data Breach Report

**\$700 Mil**

Cost of fines and compensations  
Of the Equifax data breach in 2017

\*US Federal Trade Commission

**58%**

Of consumers will stop buying for  
several months from a company  
that has a data breach

\*Business Insights by BitDefender

**20%**

Of consumers never return to a  
company that has a data breach

\*Business Insights by BitDefender



# The threat landscape

National / Local News / Crime

## MacEwan University loses \$11.8 million to scammers in phishing attack

Jonny Wakefield

Sep 01, 2017 • September 1, 2017 • 3 minute read

Politics

## CRA shuts down online services after thousands of accounts breached in cyberattacks



Temporary measure blocks Canadians from applying for some emergency COVID-19 benefits

[Raisa Patel, Philip Ling](#) · CBC News · Posted: Aug 15, 2020 3:55 PM ET | Last Updated: August 17, 2020

Hamilton

## City of Burlington falls for \$503,000 phishing scheme

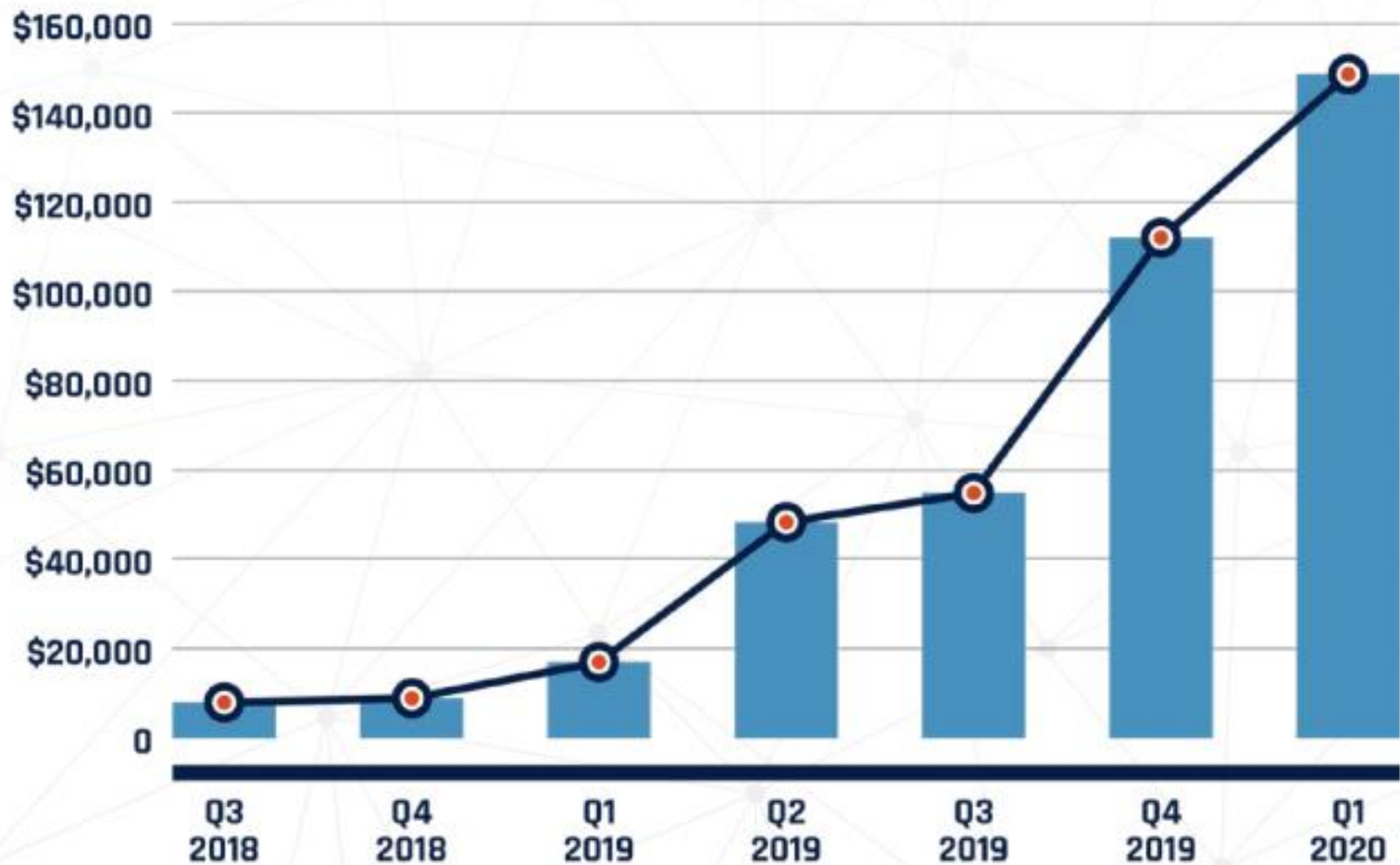


Governments 'are just as prone to scams as are individuals,' city says

CBC News · Posted: Jun 13, 2019 5:53 PM ET | Last Updated: June 13, 2019

# The threat landscape

AVERAGE RANSOM PAYMENT OVER TIME



95%

of Malware is  
delivered via Email

*\*Verizon*

# The definition of cybersecurity awareness

*It's the knowledge and understanding someone has  
about protecting physical and  
informational assets of an organization*



# Training is part of a bigger strategy

- “One and done” is a common misconception with cybersecurity awareness training
- Awareness training should be a continuous effort that occurs regularly between the organization and the individual
- Education/Training sets a baseline of knowledge, but individuals need more

92%

Believe they play  
An important role

1/3

Feel they don't  
Receive enough training

# A change in organizational culture

- Build security into the organizational culture
- Individuals should be encouraged and educated to operate daily with cybersecurity in mind
- This approach is proven to be substantially more effective than bolting on cybersecurity as an after thought

Cybersecurity  
oriented population



Cybersecurity  
oriented organization

# Relevant Statistics

95%

Of detected malware in medium-sized companies is received via email

1/3

Of employees rarely or never think of cybersecurity at work

96%

Of IT workers say cybersecurity Training contributes to reducing incidents

#1

The #1 most common negative cybersecurity behaviour  
Relates to password hygiene

# A 'human' layer of security

- IT Systems play a substantial role in the security of the organization
- Social engineering is a real and active threat
- The people in your organization can be leveraged as an additional layer of security



Human Security

Secure Perimeter

Threat Detection



# Creating a baseline

A critical first step in empowering people in your organization





# Phishing

Measuring susceptibility and responsiveness of your population



# Learning

Delivering effective learning materials  
and strategies

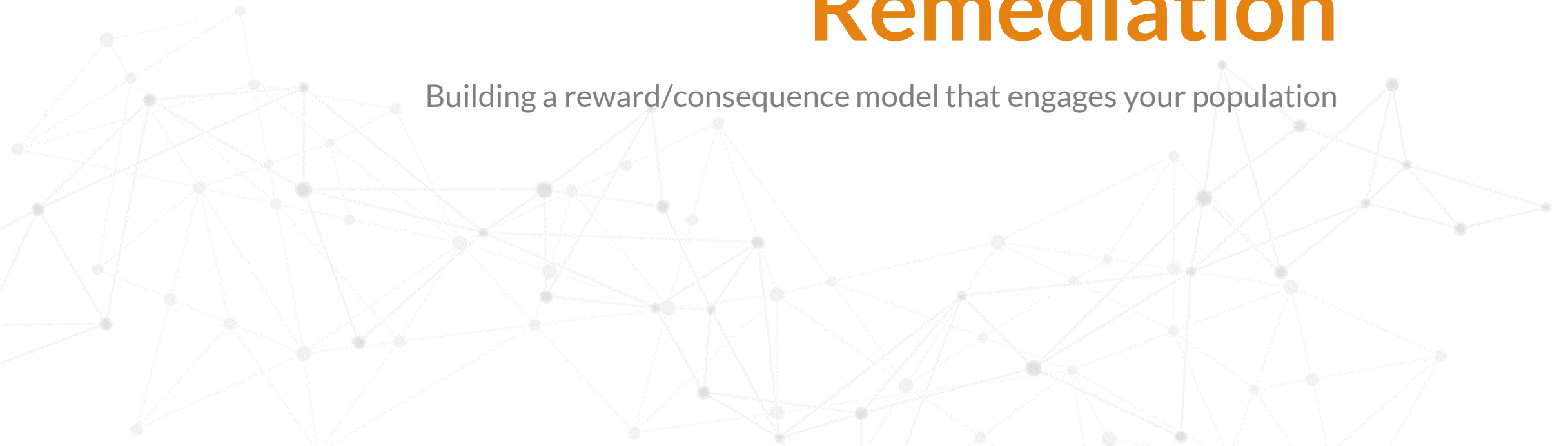


# Communication

Driving engagement in your organization through consistent communication

# Remediation

Building a reward/consequence model that engages your population





# Automation

Building a repeatable framework, and automating it

# Ian MacMillan

Chief Evangelist & Co-founder

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