

Successfully Embedding an Effective CyberSecurity Program into your Organization



Andrew Baker
Virtual CIO & Technology Executive
BrainWave Consulting

Lemon Cake Recipe – Step 1 of 5

Courtesy of Martha Stewart

<https://www.marthastewart.com/632498/lemon-cake>

1. Preheat oven to 350 degrees. Butter and flour two 8-by-2-inch cake pans, tapping out excess flour. In a medium bowl, whisk flour, baking powder, baking soda, salt, and **lemon zest**.

Lemon Cake Recipe – Step 2 of 5

2. In a large bowl, using an electric mixer, beat butter and 1½ cups sugar until light and fluffy. With mixer on low, beat in eggs and yolks, one at a time. **Beat in 2 tablespoons lemon juice.** Alternately beat in flour mixture and buttermilk beginning and ending with flour mixture; mix just until combined.

Lemon Cake Recipe – Step 3 of 5

3. Divide batter between pans; smooth tops. Bake until cakes pull away from sides of pans, 32 to 35 minutes. Let cool in pans 10 minutes. Run a knife around edges of pans and invert cakes onto a wire rack.

Lemon Cake Recipe – Step 4 of 5

4. While cakes are baking, bring remaining $\frac{1}{2}$ cup sugar and $\frac{1}{2}$ cup water to a boil in a saucepan. Add **lemon slices** and simmer 25 minutes. Using a slotted spoon, transfer **lemon slices** to a waxed-paper-lined plate. Stir remaining $\frac{1}{4}$ cup **fresh lemon juice** into syrup.

Lemon Cake Recipe – Step 5 of 5

5. Using a toothpick, poke holes in warm cakes on rack. **Brush with lemon syrup.** Let cool completely. Prepare frosting, substituting 2 tablespoons **fresh lemon juice** for vanilla extract. Frost cooled cakes and top with candied lemon slices.

Lemon Cake Recipe – Summary

... In a medium bowl, whisk flour, baking powder, baking soda, salt, and **lemon zest**.

... Beat in 2 tablespoons **lemon juice**. ...

Add **lemon slices** and simmer 25 minutes.

... Stir remaining $\frac{1}{4}$ cup fresh lemon juice into syrup.

... Brush with **lemon syrup**. ... Frost cooled cakes and top with candied **lemon slices**.

Question of the Day

How successful will that dessert be, if we only add the lemons at the very end?

Embedded or Bust!

Trying to be secure without **embedded cybersecurity** is like...

Trying to make lemon cake without **embedded lemons**.

Why Is InfoSec So Hard?

Perception of blocking or stopping...

Tools are expensive...

There's no "safe enough" point...

The bad guys keep on coming...

Other Negative Perceptions

Why bother if I'm going to get hacked anyway?

Compliance doesn't contribute to security

InfoSec takes too much time/money

Steps to Embedding CyberSecurity

Don't fall for the ROI argument

Overcome the negativity

Start small; move slowly and steadily

Make things easier for others

Use the carrot more than the stick

Sometimes, you need to use the stick

Don't Fall for the ROI argument

Risk Mitigation vs Business Driver

What's the ROI on a life insurance policy?

Overcome the Negativity

Address the existing perceptions from a positive angle

Stay “on message” with the benefits

Show the value of integrated security processes

Start Small, Move Steadily

Build up political capital with small, visible wins for other teams

Focus on aligning security and compliance

Employ automation

Opportunity vs Liability

When done **correctly**, compliance offers proof that a good security program has been implemented.

Compliance is **not** the natural enemy of security...

Make Things Easier for Others

Security practices that makes Bob's job easier, will be more readily adopted by Bob

Ensure that policies, processes, and tools make it easy for people to do their jobs, securely.

Make Things Easier for Others

Immerse the security team into other business units

Help other teams obtain the staff they need to succeed

Work together to complete objectives

More Carrot! Less Stick.

The more you help teams approach their tasks securely, the less you have to say, “We have to...”

Before deploying some new policy or procedure or utility, be sure you understand the implications...

More Carrot! Less Stick.

Use events in the news to highlight why you pursued a particular technology or practice

Tie your expenditures to other business objectives...

The Stick Cannot Always Be Avoided

Unfortunately, there are (many) times where “people will not hear, so they must feel”

Know how to use those sticks:
**Customers, Contracts, Regulatory
Compliance, etc...**

Make it Holistic

1. Evaluate the compliance frameworks that impact your business
2. Understand the security controls that make up all those frameworks
3. Implement those controls holistically

Give Your Teams Visibility

It's not just Senior Management that needs visibility into security activity

Reduce the noise of alerts, and give your colleagues only actionable information

Get Your Priorities Straight

If your risk mitigation is effective (**good security**), then you will be able to evidence it (**good compliance**).

OTOH, the reverse is not necessarily true. Ability to prove does not automatically translate to secure.

What Integration Looks Like

When the lemons are introduced into the process at the right time, we see people, policies, processes and tools all working together, seamlessly.

Final Points

- Make small changes, especially initially
- Automate as much as possible
- Have a clearly communicated plan of action
- Don't make decisions in a vacuum
- Don't make the processes more important than the people

Final Points

- Relationships are everything
- Use security to solve business problems whenever possible
- Think holistically at all time
- Thing BIG, but move small

A Different Perspective

Your goal is to get your organization to think about “doing things” securely rather than “doing secure things.”

Technical controls should support policy controls, and not just enforce them.

Just a Few Examples

- Sending Passwords Securely
- Sending Other Secure Messages
- Password Management
- Two-factor Authentication
- Privileged Access Management

Something to Keep in Mind

Security is less about return on investment than it is about protection of all your business investments.

Protect your lemons and enjoy your lemon cake...

Questions and Answers

e: ABaker@BrainWaveCC.com

t: @BrainWaveCC

w: about.me/Andrew.S.Baker