

BENJAMIN TAYLOR

# The Human Element of Cybersecurity



1

## Disclaimer

A FEW THINGS FIRST

**This presentation is for information only.**

Evaluate risks before acting based on ideas from this presentation.

**This presentation contains opinions of the presenters.**

Opinions may not reflect the opinions of Tandem.

**This presentation is proprietary.**

Unauthorized release of this information is prohibited.

Original material is copyright © 2022 Tandem.



2



# Benjamin Taylor

CISM, CISA, CISSP  
INFORMATION SECURITY CONSULTANT



3

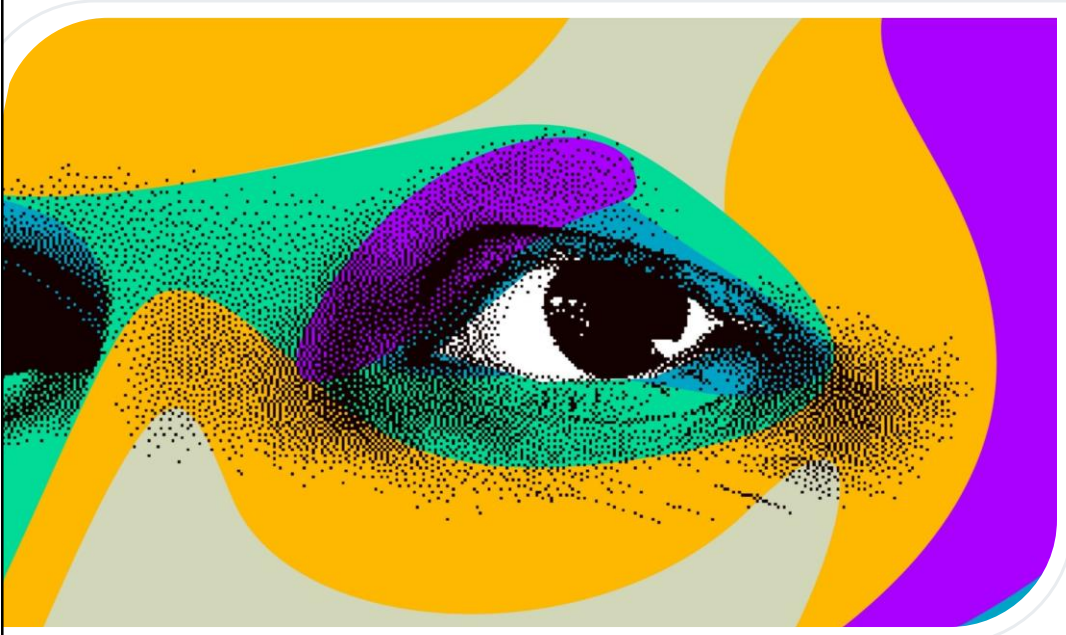
## Agenda

HERE'S THE PLAN


1. The Human Element
2. Support from the Top
3. Train the Person, not the Employee
4. Recognizing the Cultural Shift




4



# The Human Element




5

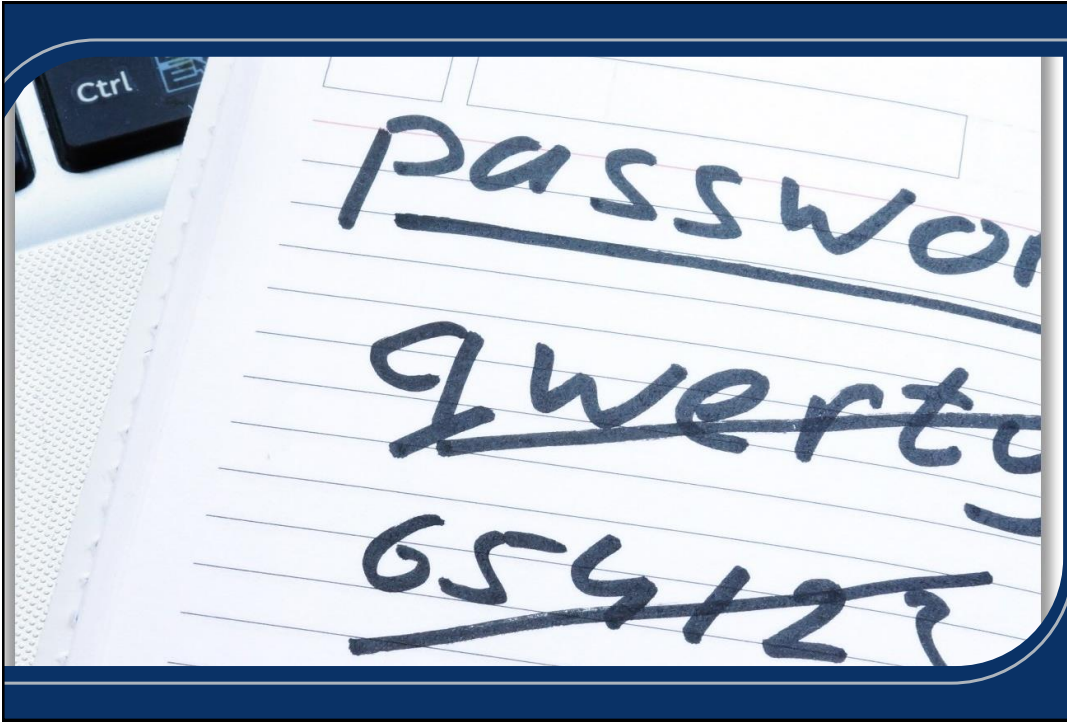


# Bypassing Security

THE HUMAN ELEMENT




6



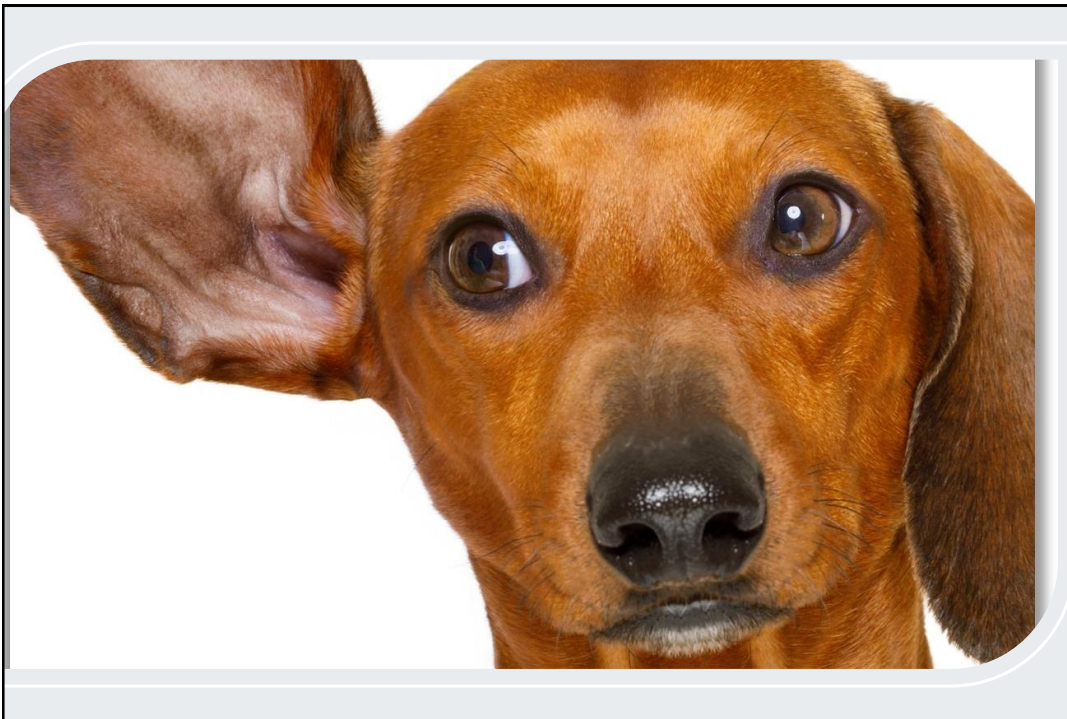
**password**  
**qwerty**  
**654321**

**THE HUMAN ELEMENT**

**Password Security**




7



**THE HUMAN ELEMENT**

**Awareness**



8

# ONE SMALL MISTAKE

Bypassing Security

1

2

Password Security

Awareness

3

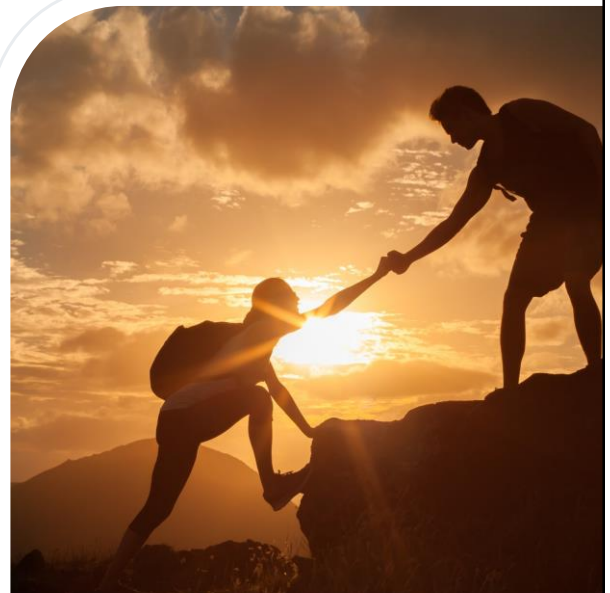


## SUPPORT FROM THE TOP



**“A great leader is one who knows the way, goes the way, and shows the way.”**

John C. Maxwell



# Speak the Right Language

# 1

Statistics

# 2

Evidence

# 3

Money



11

# Statistics



- Malicious Emails were up **600%** in 2021.  
(Source: ABC News)
- The largest ransomware payout to date was been **\$40 million**.  
(Source: Business Insider)
- The average ransomware payout has gone from **\$5,000 to \$200,000** in the past four years.  
(Source: National Security Institute)
- The average downtime resulting from a ransomware attack is **21 days**.  
(Source: Coveware)



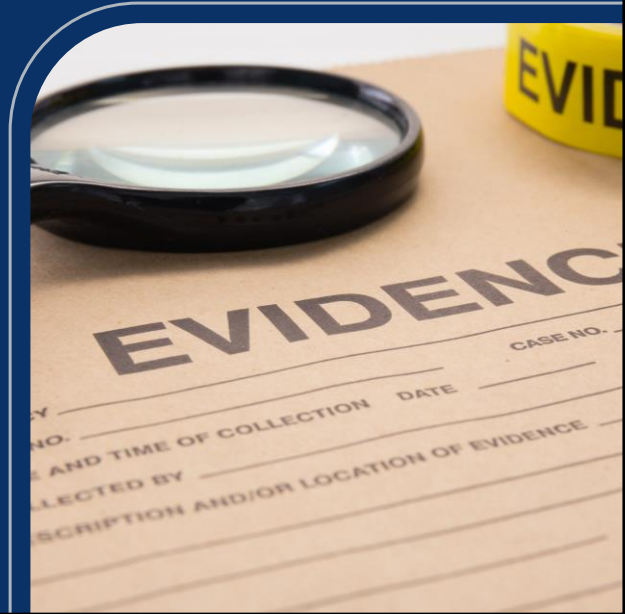
12



# Evidence



- How many phishing tests have been failed in the past 12 months? How many failures are repeat offenders?
- How many users are using weak or poor passwords?
- How many users have access to information that their job does not require?
- How many findings on your last audit are end user specific?



13

# Money



- If you are missing certain controls will your insurance still payout?
- If you show up in a web search, how will that impact your reputation?
- How much will a breach cost you?
- How long will your network be down due to a breach?



14

# Speak the Right Language

1

Statistics

2

Evidence

3

Money



**WEBINAR**

Reporting to the Board | [Tandem.App/Reporting-Cybersecurity-to-the-Board](https://Tandem.App/Reporting-Cybersecurity-to-the-Board)

15

**Train the person,  
not the employee.**



16



# Train the Person, not the Employee



Make it  
Personal

Make it  
Frequent

Make it  
Applicable

17

# Train the Person, not the Employee



Make it  
Personal

- Focus on security tips important to the person being trained.
- Provide employees tips on training loved ones.

18

# Train the Person, not the Employee



## Make it Frequent

- Share smaller amounts of data more frequently.
- Training frequency promotes culture.

19

# Train the Person, not the Employee



## Make it Applicable

- Use current examples.
- Update frequently.

20

# Train the Person not the Employee



**Make it Personal**

- Focus on security tips important to the person being trained.
- Provide employees tips on training loved ones.

**Make it Frequent**

- Share smaller amounts of data more frequently.
- Training frequency promotes culture.

**Make it Applicable**

- Use current examples.
- Update frequently.

21

# Security Culture

How to recognize a cultural shift

**Cultural Shift**

Employees understand why security is so important

**Understanding**

**Habits**

Security habits become second nature

**Attitudes**

It is not longer a nuisance, but a must have

**Growth**

Individuals become a control



22



**“Perspective  
is often  
limited by  
one’s  
knowledge.”**



23



24

**DON'T FORGET!**

**Fill out the  
survey to get  
your sticker!**

25



**CONTACT**  
Benjamin Taylor  
[btaylor@conetrix.com](mailto:btaylor@conetrix.com)  
[linkedin.com/in/benjaminjacktaylor](https://www.linkedin.com/in/benjaminjacktaylor)

**RESOURCES**

- [Reporting to the Board Webinar](#)
- [Phishing that Works Webinar](#)
- [2021 Ransomware Statistics](#)
- [The Science of Learning Study](#)

**THANKS FOR JOINING!**

**The Human  
Element of  
Cybersecurity**

26



# Upcoming Sessions

WELCOME RECEPTION

## TIERPOINT TOUR & DINNER

Sponsored by CoNetrix Technology & TierPoint

