

Cybersecurity New Norms

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At a glance

01 | Why cyberspace remains Threat Actor advantage?

02 | What can we do to even the odds?

03 | How – Three New Norms



Why Cyberspace remains Threat Actor advantage?



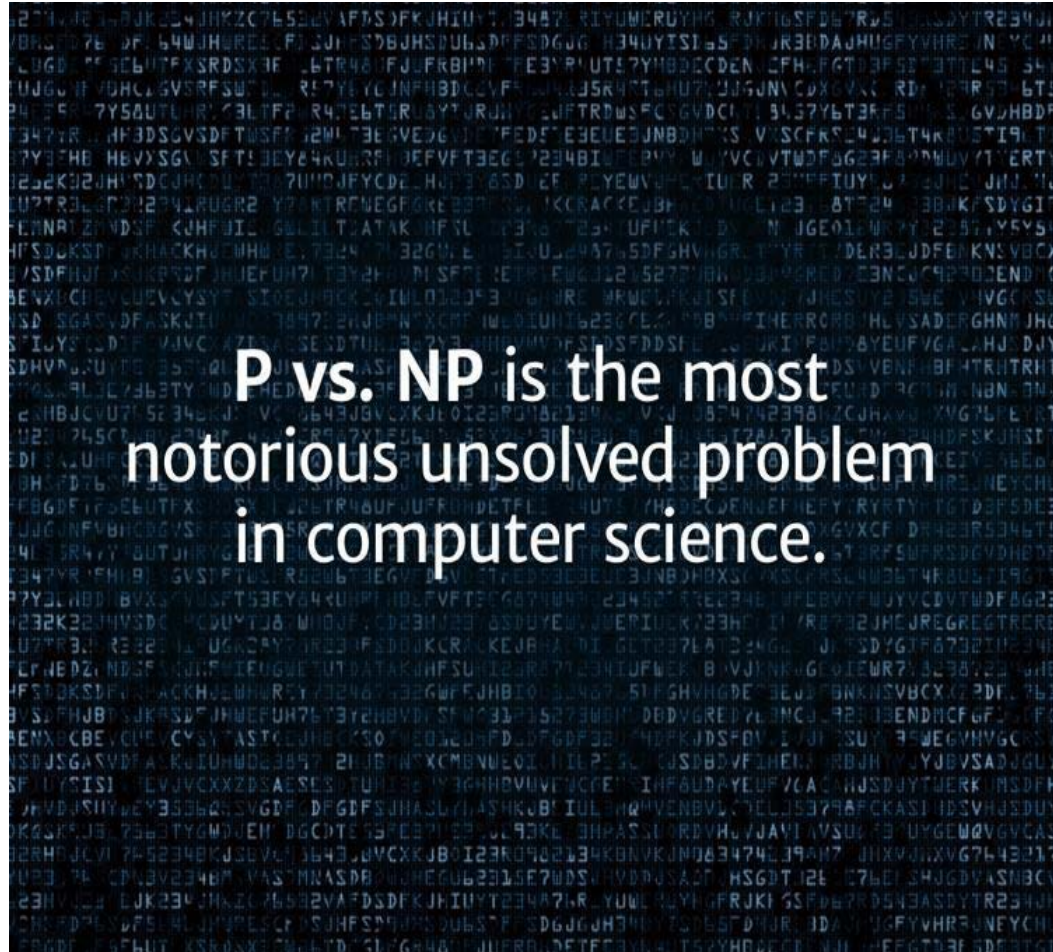
- Internet Architecture
- Arcane Security & Opaque Products
- Threat actor has Initiative & Incentive
- Incremental Solutions
- Impact to User Convenience
- Longevity of Attack Methods
- Rapid Pace of Technology Change
- Complexity

What can we do to even the odds



- Change the way we see cybersecurity problem statement
- Change our mental model on how to manage cybersecurity threats
- Change the way we frame cybersecurity

N1 Stop viewing cybersecurity as a solvable problem



Wrong Mental Model

- Fortification process
- Check all the boxes
- Counterfactual Thinking

Focus on Risk management, not risk mitigation

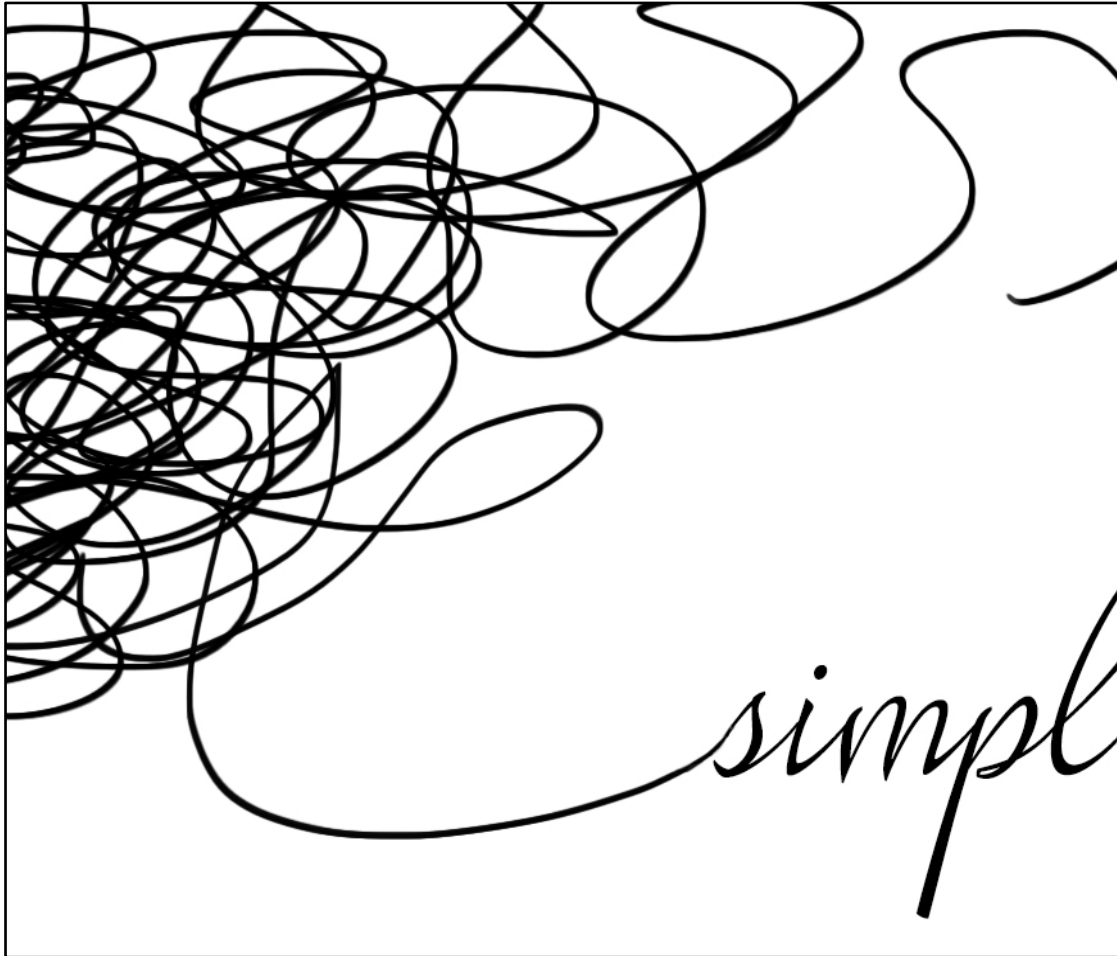
- Leverage affect bias
- Re-frame matrix for success
- Curb over-confidence
- Target CEOs

N2 Shifting the Builder mindset to Defender mindset



Builder thinks	Defender thinks
What is the next tool to procure	How to get threat actors & TTPs info relevant to digital terrain
What are the measures that meet audit/ regulatory requirements	How to build leverages to create defense advantages and hyperscale capabilities
What are the gates to enact to bolt security onto new technologies	How to partner technology & business owners to impose cost on threat actors
What resources to secure from C-suite to fund the latest technology	How to maximise resources and manage portfolio of capabilities
What are the deadlines to complete deployment of measures	How to sustain a continuous preparedness effort

N3 Keep rules simple to better cybersecurity



Reduce Tools complexity

- Fewer for effect
- Integrate & Orchestrate

Teachable Moments

- Mirror Threat Actor
- Customisation over General

Culture of Openness

- IT – Helpful Advisors
- Build Trust



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