# 19 Questions:  Is Your Cyber Risk Strategy Meeting Your Business Objectives?

# Is Your Cyber Risk Strategy Meeting Your Business Objectives?

When Leapfrog develops a CyberRisk Program for a client, we work through a process that allows us to learn about their company, priorities, and current state of information security capabilities.

Part of our discussion includes asking a series of questions related to the top three security challenges each business faces:

1. **Protecting your brand**
2. **Improving agility and speed**
3. **Aligning costs with business objectives and risk profile**

We use the answers, along many others, to help build a risk management strategy that will cover all of your attack surfaces — technology, people, processes, and facilities — and deliver your "desired state" of cybersecurity.

**On the following pages are a few of the questions included in our process. What do your answers reveal about your cybersecurity strengths and weaknesses?**

# 1. Protecting your brand

Maintaining your reputation is a competitive advantage. Integrating security into your processes protects your brand, assets, intellectual property, and customer and employee data.

| The Big Picture: | The Weeds: |
| --- | --- |
| **Have you taken the necessary steps to protect your corporate brand equity?** | • Have you analyzed the potential impact to your brand if you were to face security issues?<br>• How many compromised customers would it take for you to lose a lot of your business? What would it take, how long would it take, and what would it cost for you to restore your reputation?<br>• What is your plan to respond to a data breach and the public exposure that follows? |
| **Do you effectively manage third-party party access and partnerships across your entire ecosystem?** | • Are you confident that you are both enabling access and effectively managing third-party access? What are your processes for doing this?<br>• How confident are you that your cybersecurity measures extend to and are addressed by third-party practices and standards? |
| **Do you understand where all your information is located and how to provide appropriate access to it?** | • How do you monitor and prevent data loss within your organization?<br>• How confident are you that your external partners and suppliers have an adequate cybersecurity plan to protect your data? |

# 2. Improving agility and speed

Risk management shouldn't slow you down – you need to be able to execute operations efficiently, get to market quickly, and conduct business with ease.

| The Big Picture: | The Weeds: |
| --- | --- |
| **Can you respond efficiently and securely to demands for access at the office, via mobile, and for home-based workers?** | • How have you determined the level of access to information for internal and external parties?<br>• How are you enabling mobile and home workers? |
| **Are you keeping up with the ever-increasing pace of changing technology?** | • What is your position on the adoption of technology?<br>• Do you have an IT roadmap? How is security tied into your roadmap?<br>• How are you adapting your systems and policies for mobile devices? |

## 3. Aligning costs with business objectives and risk profile

Your security investment should protect your company but not outspend your risk. Use benchmarks and focus on business goals.

| The Big Picture: | The Weeds: |
|---|---|
| **Do you know the proper spend level for your desired compliance and protection?** | • What benchmarking do you do against your industry peers?<br>• How well do you measure and evaluate your total spend and return on security and compliance? |
| **Do you know the resources that are available to secure your attack surfaces?** | • What is the level of resources your company commits to security?<br>• What is the investment required for the security team? |
| **What are your concerns about the effectiveness and desirability of managed security services?** | • Do you perceive a strong advantage to keeping security in-house?<br>• How do you attract and retain the highest-quality security professionals?<br>• Have you considered the advantages of acquiring these functions on a managed services basis? |

# Getting to your desired state

In today's digitally transformed world, every IT decision must be viewed as a business decision. You rely on secure movement of information and transactions to run and grow your business, which means risk management strategy is central to your ability to continue to thrive.

By addressing critical business objectives — protecting your brand, improving your agility and speed, and aligning your cybersecurity costs with your objectives and risk profile, your CyberRisk Program not only protects your business, it accelerates it.

*Leapfrog partners with leading organizations that seek to leverage IT to compete, grow, innovate, and stay secure. We believe IT exists for one reason — to help you meet your business goals. That's why Leapfrog exists, too. Since 1998, we've worked with hundreds of companies to deliver secure, expertly managed IT that they leverage to "leapfrog" over the toughest business challenges. We believe our job is to understand universal business IT requirements and the nuances that exist within specific industries. By capitalizing on our knowledge and experience, you not only benefit from IT systems and cyber risk management programs that are proven to work best for your industry, you also get a "jump" on your competition as we foresee technology advancements and as increasingly sophisticated cyber threats emerge.*