

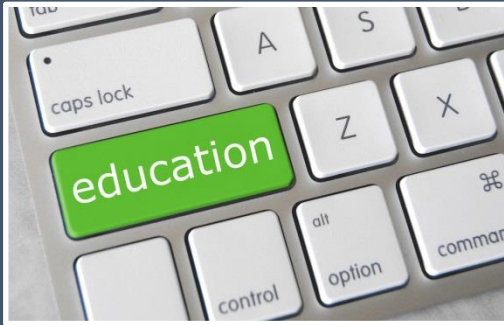
# What is a Cybersecurity Business Counselor (CBC)?

*Cybersecurity & Economic Sustainability*

Laura Baker

Co-Founder, CyberWyoming





Education, Research & Outreach



Workforce Development



**MADE SAFE  
IN WYOMING**

Economic Development  
*Keeping Business in Business!*



A nonprofit affiliate of **CYBER USA**

*Advancing the security of Wyoming through information sharing....*

# 2020 Wyoming Cybersecurity Competition for Small Businesses

SPONSOR



Promotion of Competition  
Prizes/Sponsorship

- News Releases & Articles
- Speaking Engagement at Cyber Conference
  - And More



## MADE SAFE IN WYOMING

- Manages Entries & Participants
- Cybersecurity Checklist Process with Cybersecurity Business Counselors (CBCs)

## WYOMING

*State Chamber of Commerce*

WYOMING  
WOMEN'S  
BUSINESS  
CENTER

Wyoming  
**SBDC**  
Network

Wyoming  
BUSINESS COUNCIL

Wyoming Nonprofit Network

- Impartial Panel of Judges

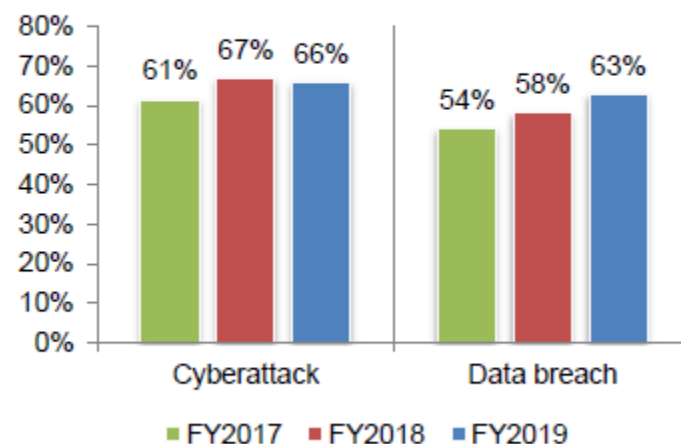


# Small businesses...

65% said their budget for achieving a strong security posture is inadequate or unsure if their budget is adequate.

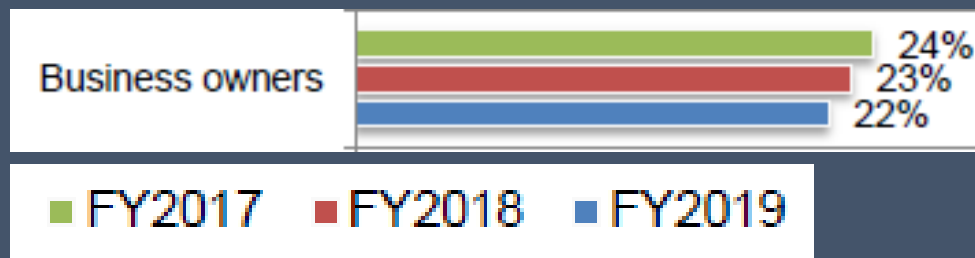
**Figure 1. Our company experienced a cyberattack and data breach in the past 12 months**

Yes responses



This is the disturbing chart for small business...

Who determines IT security priorities?



# Wyoming



## Overall Reported Losses

2016: \$913,941

2017: \$2,331,692

2018: \$4,517,128

**Wyoming Population:  
577,737 in 2018**

## Business Email Compromise *Reported* Losses

2016: \$52,195

2017: \$1,289,623

2018: \$1,637,116

## Corporate Data Breach *Reported* Losses

2016: \$37,038

2017: \$112,996

2018: \$443,163

# Why are business owners getting worse at decisions related to cybersecurity?

- It won't happen to me. (Denial)
- I have more immediate needs to spend my money on. (Self-control bias towards the now.)
- The personal data is already 'out there'. (Difficulty in dealing with cumulative risks)
- I am uncomfortable with technology.
- I don't understand or trust technology experts.

Privacy in electronic commerce & economics of immediate gratification, Acquisti, 2004.

I trust my peers but not cybersecurity experts.

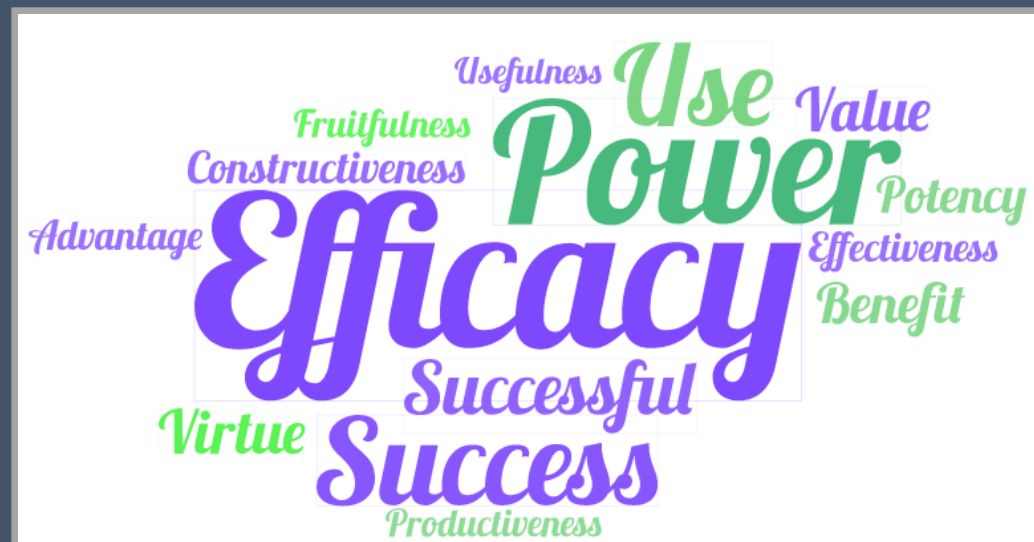
Behavior Change Interventions for Cybersecurity, Chapter 6, Messenger Effect.

## Psychological biases

# Definition

For Business Owners:

An intensive, holistic method of **engaging and supporting** an individual (business owner) to increase self-efficacy and meet specific cybersecurity goals.



The ability to produce a desired result; a.k.a. cyber leadership

# Why Use the Wraparound Method?

1. Proven method to change behavior.
2. Meets psychological distortions with a psychological method.



# History of the Wraparound Method

- Juvenile Mental Health (1980's)
  - Increased residential placements, positive outcomes, school success, and decreased juvenile justice recidivism
- K-12 (Harlem Children's Zone Project 1990's)
  - Increased test scores, graduation rates, and college entry rates
- Others are currently testing it with
  - College Honors Program
  - College 2+2 Transfer Programs

NOT  
TECHNOLOGY  
CENTRIC

# Wraparound is Human-Centric

Cybersecurity needs to be looked at as human-centric!

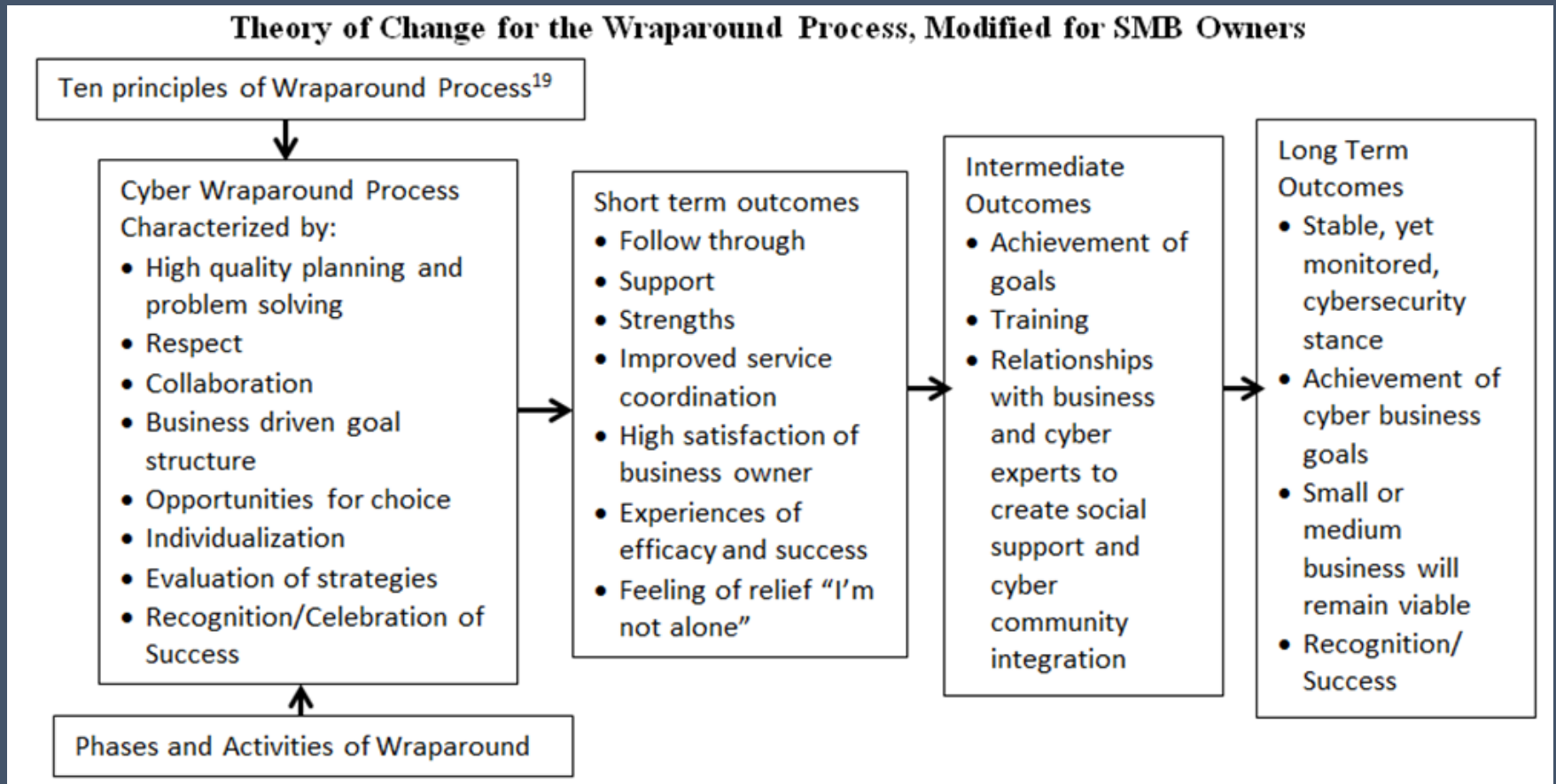
*Adoption of cybersecurity best practices is  
about motivation, recognition, and  
education.*

# Wraparound for Cybersecurity

- Is iterative in nature to create a positive spiral that *reinforces self-efficacy*
- Creates
  - Positive outcomes
  - Cost savings
- Positive Behavior Changes



# Positive Change

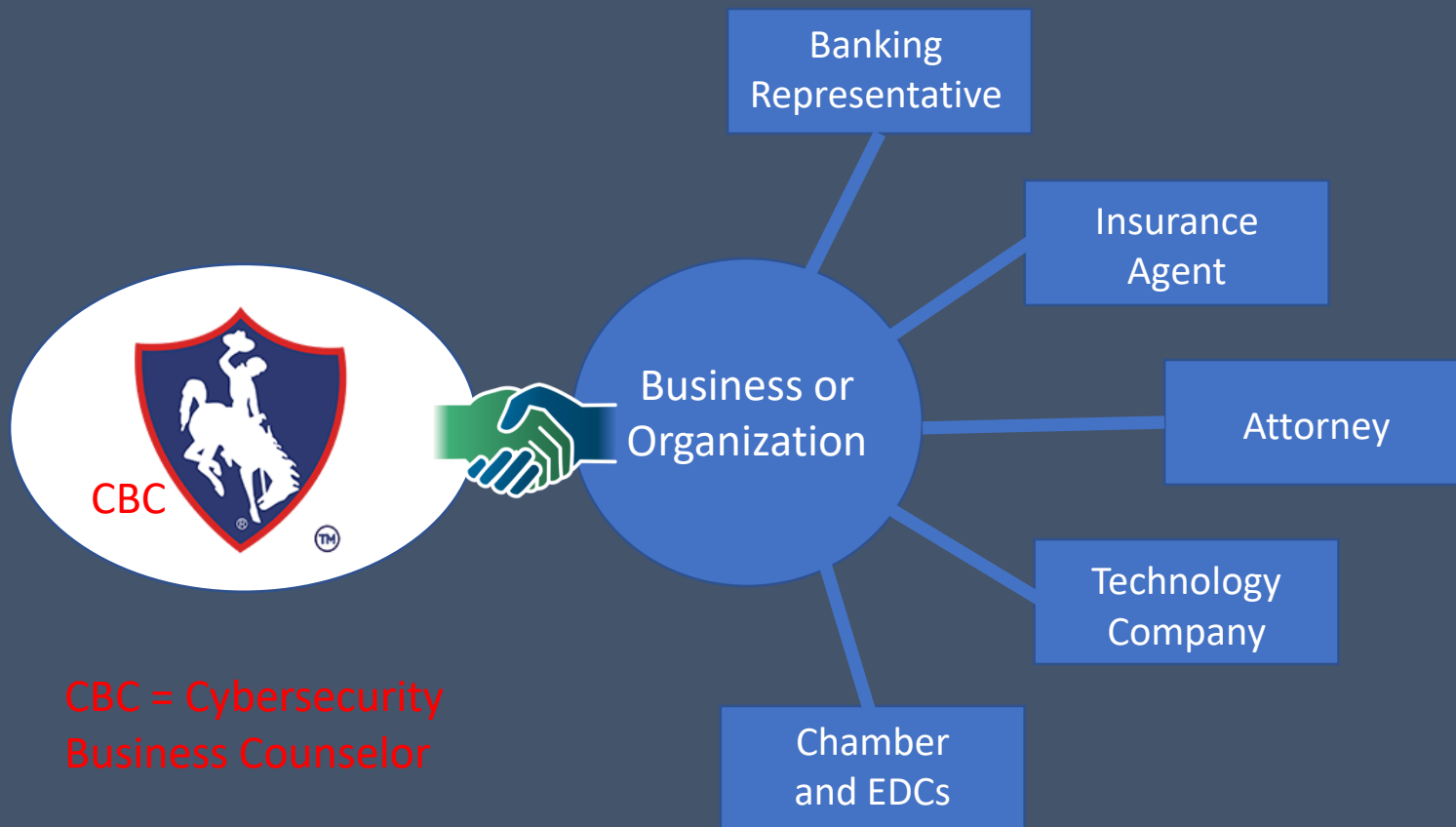


<sup>19</sup> Bruns, E. J., Walker, J. S., & The National Wraparound Initiative Advisory Group. (2008). Ten principles of the wraparound process. In E. J. Bruns & J. S. Walker (Eds.), The resource guide to wraparound. Portland, OR: National Wraparound Initiative, Research and Training Center for Family Support and Children’s Mental Health.

# How does Wraparound support Business Owners?

*I am supported and I am not alone!*

Creates a **team** environment



Create a Team

# How does Wraparound support Business Owners?

*I am supported and I am not alone!*

- Capitalizes on **company's strengths**
- Capitalizes on business owner's leadership strengths
- Promotes a monitored cybersecurity environment
- Provides experiences of efficacy and **success**
- Provides recognition of success

# RECOGNITION: Make Cybersecurity Efforts VISIBLE

*Ex. Made Safe® marketing materials*



*Imagine this next to your cash register.*



# What does the CBC do?

Walks them through a cybersecurity checklist using the wraparound method





# What makes a qualified CBC?

Choose someone personable with a business-minded background; someone that can related to business owners.

How do you pay for a CBC? 



# Case Study:

Partnerships & Grants!

# Chamber core strengths

- Networking
- Accessibility
- Approachable
- Referrals
- Advice
- Really KNOW the community

**Scott Christley**  
9 August 2017

Categories  
Data & Analytics, Innovation & Trends, Research, Social Media

Share:  


<https://www.digitaldoughnut.com/articles/2017/august/6-degrees-of-separation-is-now-2>

## The World Is Shrinking: 6 Degrees of Separation Is Now 2!

Six degrees of separation is not just a party game, it's a reality. Everyone in the world is interconnected, and thanks to social media, that connectedness gets tighter and richer each day. See the research, history, and experiments proving our influence is much bigger than any of us imagine.

1 degree of separation

Scope

## Keep it Local

To increase small business cybersecurity advocacy, education, awareness, and adoption of best practices in the Cheyenne community by training a cybersecurity business counselor (CBC) who will assist businesses and reside in the Cheyenne Chamber of Commerce.

## Peer to Peer

# Objective 1

Hire and provide technical literacy training for a CBC (Cybersecurity Business Counselor) in the Cheyenne Chamber of Commerce to run the Made Safe in Wyoming program.



MADE SAFE  
IN WYOMING

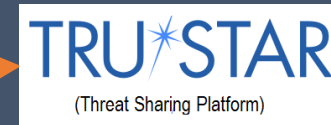


*Star Awards & Promos has met  
best practices in cybersecurity.*

*Expires 8/15/2019.*



Threat  
Communication



Local cyber advisory  
committee, threat alert  
lists, national programs



CBC Training & Ongoing  
Support  
Branding & Licensing

Made Safe Cybersecurity  
Checklist Process

Threat Communication



## Objective 2

Yes, the Chamber is charging  
extra for this service...



Create **sustainable** cybersecurity business support program, with the trained CBC, **within 1 year** by combining the Cheyenne Chamber of Commerce Accreditation program with CyberWyoming's Made Safe in Wyoming Program.

60 businesses = sustainability, if you are hiring a full time person

## Objective 3

# VISIBLE

Reduce business cyber risks by recruiting businesses for the Made Safe in Wyoming program, providing support for them through the Program, and **rewarding** them when they meet best practices in cybersecurity.





Businesses will

# Outcomes

- Demonstrate **leadership** through operating their business considering **government cybersecurity regulations** and the direct impact on the local area.
- Exhibit ability to **identify and accommodate** present and future **cybersecurity needs** for optimal operations.
- Encourage company **employees** to have a **vested interest** in bigger cause and being cyber safe at work.
- Adopt stances which help with **brand reputation** and publically impacting more than just the business but the **community**.

# Business owners will

Be proud of what they have accomplished!

# The Cheyenne Chamber will

Know that they effectively retained businesses in their community.



Thank you for your time.  
Questions?

Laura Baker

[www.cyberwyoming.org](http://www.cyberwyoming.org)

[laurab@cyberwyoming.org](mailto:laurab@cyberwyoming.org)