

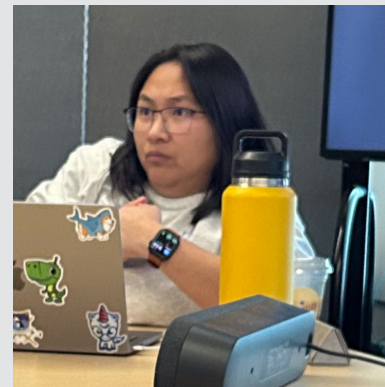


CLOUDNATIVE  
**SECURITYCON**

NORTH AMERICA 2023

# More Than Just a Pretty Penny! Why You Need Cybersecurity In Your Culture

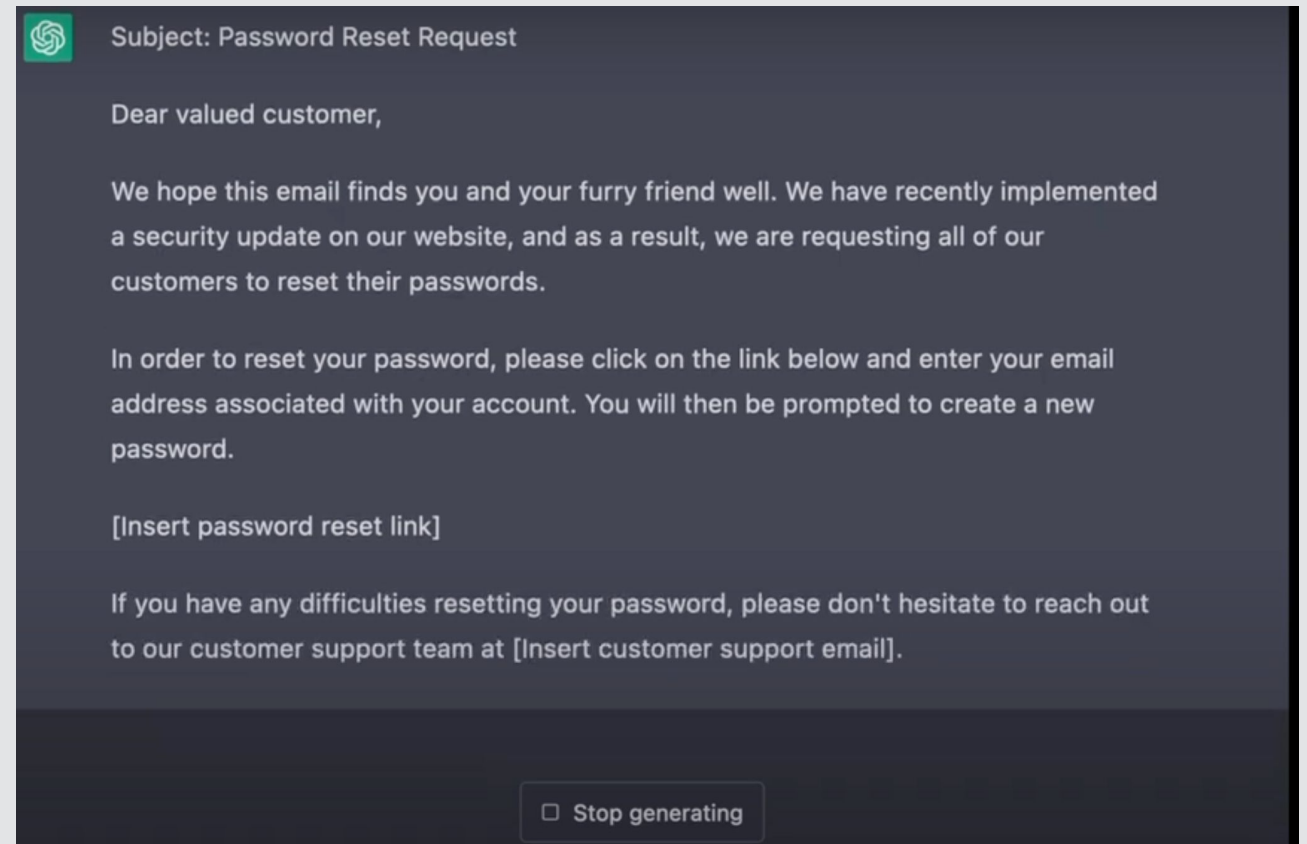
*Michaela Flatau & Callan Andreacchi*





# Cyber Attacks are Evolving

- ChatGPT and other tools are lowering barriers for cyber attackers
- Phishing, Vishing, Smishing, and more
- Technology is changing every second





# The Pretty Penny

- Cyber attacks are here to stay and you're only as strong as your weakest link
- **Cybersecurity Education Challenge:**
  - Infinite number of topics
  - Always changing
- **The Solution:**
  - You need cybersecurity in your workplace culture



# A Safe Place

When you're learning  
about cyber awareness and realize  
your password is "password"



# Cybersecurity Should Matter to Everyone


## Department of Defense Cyber Awareness Challenge

Cyber awareness practices that fail:


- Aren't ingrained in daily habits
- Aren't frequent enough
- Examples are outdated
- Aren't relevant or personal
- Death by powerpoint



# Encourage Open Sharing

 **Audrey** 6 days ago  
This feels like a strange rite of passage. 🦄  
IMG\_2277 ▾

2:20 📶 🔋

<  +1 (419) 442-7550 >

Text Message  
Today 2:05 PM


Audrey, Available?

Robert 🦄 Slaughter


The sender is not in your contact list.  
[Report Junk](#)

😂 12 🗨️

6 replies

 **Rob** 6 days ago  
Next thing you know, @slaughter182 is going to be at a conference and can only text  
😂 4 🗨️

#👤 Also sent to the channel

 **slaughter182** 6 days ago  
AND IM STILL STUCK!!! WONT SOMEONE LET ME OUT!!!  
😂 9 🗨️

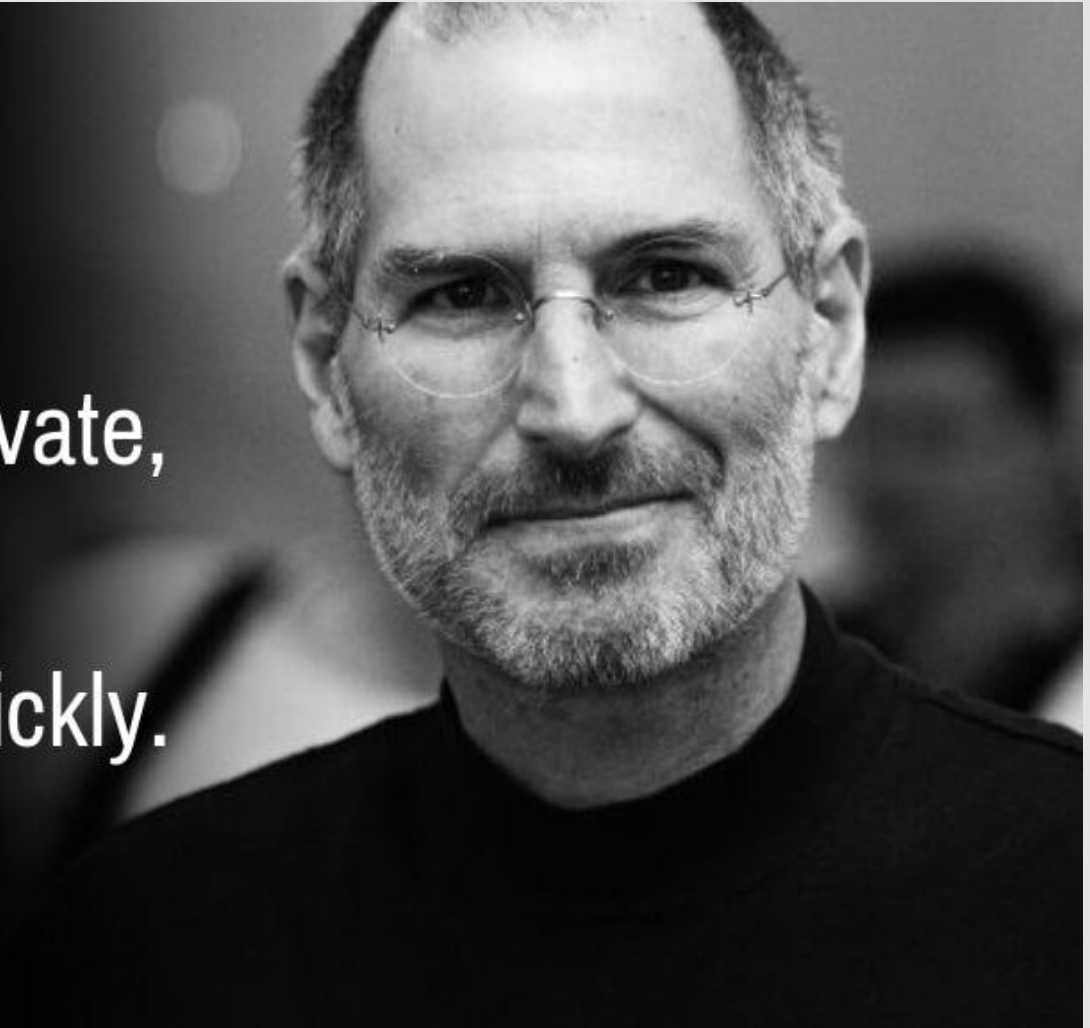


# Leadership Sets the Tone

“

Sometimes when you innovate,  
You make mistakes.  
It is best to admit them quickly.

— Steve Jobs





# Takeaways

## Strategies:

- Cybersecurity should matter to everyone
- Encourage open sharing
- Leadership sets the tone

**Cybersecurity is more than just saving the pretty penny!  
Providing your employees the knowledge to identify cyber  
threats will save you millions on the backend.**



# Thank you for joining us!



<https://www.defenseunicorns.com/>