

The Ticking Time

B*mb Bias



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**What if your team's
efficiency under
pressure is a hidden
backdoor for
attackers?**

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Hyperbolic Discounting

Our brain's tendency to prioritize an immediate small reward over a larger, future consequence.

(Kahneman & Tversky, 1979)

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The Flaw

It's like choosing to jaywalk across a busy street because waiting for the light feels too long. The immediate gain (saving 30 seconds) wildly outweighs the potential future disaster in your mind.

Deadline Attacks.

Attackers fabricate urgent deadlines ("Your quota expires in 1 hour!", "Your invoice is past due!") to trigger this bias, causing rational people to bypass security checks to avoid a perceived immediate penalty.

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The Attack

Case: Ubiquiti Networks, 2015.

Fake CEO email instructed a junior employee to transfer \$46.7 million to a fraudulent account.

Consequence: Major financial loss.

Search: "Ubiquiti CEO fraud"

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The Solution

Awareness fails under real pressure.
You need structural defenses.

The Cybersecurity Psychology Framework (CPF) maps this vulnerability in your organization's processes using indicators like Temporal **2.1**, **2.3**, and **2.10**.

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The Cybersecurity Psychology Framework (CPF).

Open Source on GitHub.

**Professional
certifications & audits
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