Security Culture
Preparing for the inevitable

Keynote by Kai Roer
at CISO 360, Barcelona, 6th July 2023

Praxis Subject Matter Expertise

Kai Roer
CEO

Globally recognized expert on security culture and security metrics.
Serial entrepreneur, best-selling author, keynote speaker, and lecturer.

EXPERIENCE

2023-present

CEO and Co-Founder
Praxis Security Labs AS

2019-2023

Chief Research Officer
KnowBe4, Inc

2015-2019

CEO and Founder
CLTRe AS

1994-2016

Founding Partner
The Roer Group

SELECTED PUBLICATIONS

Mannix, Petrič, Eriksen, Paglia, & Roer. (2022, June). Phishing Susceptibility Across Industries. In Augmented Cognition: 16th International Conference, AC 2022, Held as Part of the 24th HCI International Conference, HCII 2022, Virtual Event, June 26–July 1, 2022, Proceedings (pp. 69-79). Cham: Springer International Publishing.

Petrič & Roer, (2022). The impact of formal and informal organizational norms on susceptibility to phishing: Combining survey and field experiment data. Telematics and Informatics, 67, 101766.
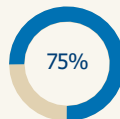
Petrič & Roer & Eriksen, (2021). Security Culture and Credential Sharing How Improved Security Culture Reduces Credential Sharing in Cybersecurity. 10.13140/RG.2.2.17939.50723.
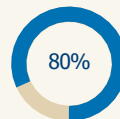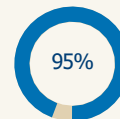
SPECIAL SKILLS

Leadership	Writing	Strategy	Public speaking	Security Culture
100%	75%	80%	95%	100%

82%

The root cause of 82% of security breaches is traced to human factors.
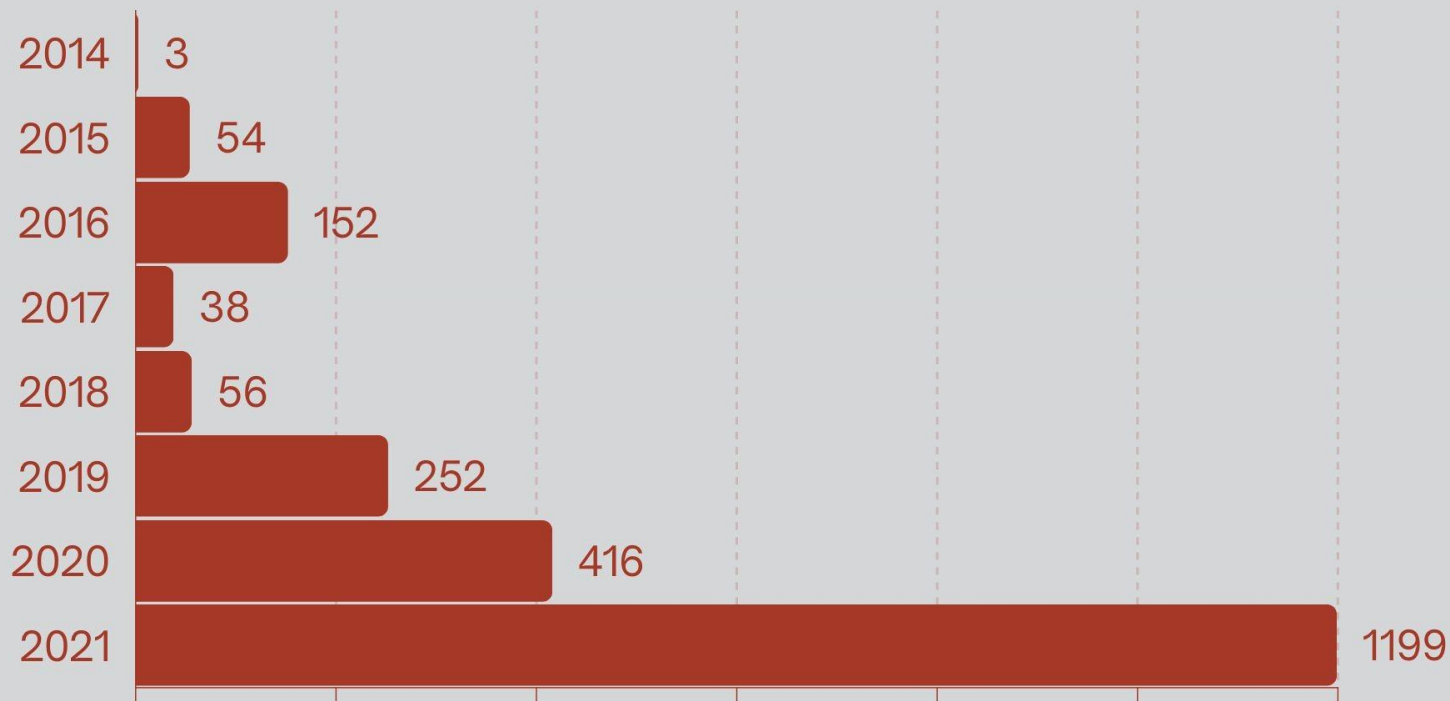
The number has been very stable the past years.

Buy.
More.
Tech.

The Praxis Promise: Improve your profit margins, reduce risk and increase security.

Ransomware related payments skyrocket, payment amounts ($m)

Year	Amount ($m)
2014	3
2015	54
2016	152
2017	38
2018	56
2019	252
2020	416
2021	1199

The Praxis Promise: Improve your profit margins, reduce risk and increase security.

Phishing susceptibility

* If you assess and train employees. Approximated numbers.

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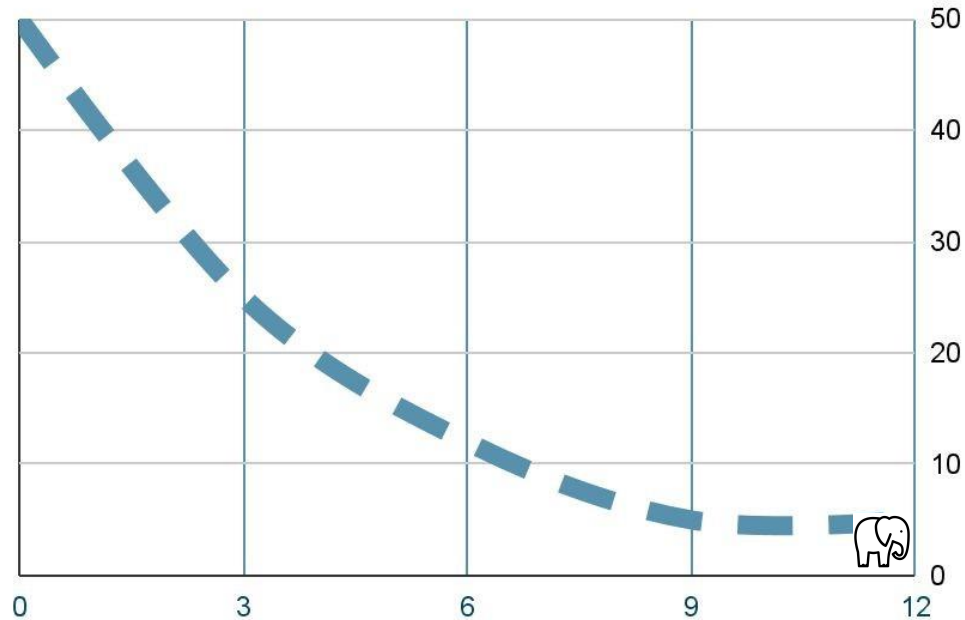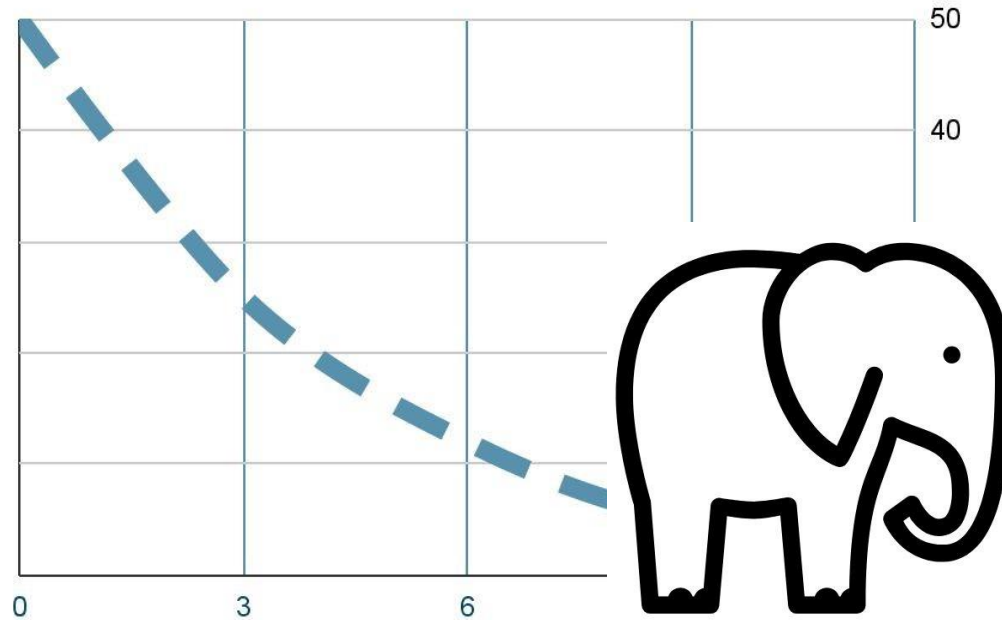
The Praxis Promise: Improve your profit margins, reduce risk and increase security.

The definition of **insanity** is doing the same thing **over and over** again and expecting a **different** result.

Albert Einstein / Internet quote

Protect

The Praxis Promise: Improve your profit margins, reduce risk and increase security.

The breach is inevitable.

If

The breach is inevitable.

How do you prepare to survive?

Buy.
More.
Tech.

The Praxis Promise: Improve your profit margins, reduce risk and increase security.

People

Process

Technology

People

Process

Technology

The Praxis Promise: Improve your profit margins, reduce risk and increase security.

Prepare the People

The Praxis Promise: Improve your profit margins, reduce risk and increase security.

Buy.
More.
Tech...?

The Praxis Promise: Improve your profit margins, reduce risk and increase security.

Thank you!

Kai@praxissecuritylabs.com

Appendix

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The Praxis Promise: Improve your profit margins, reduce risk and increase security.

Why is security culture critical?

Poorly implemented security policies make employees favor **non-compliant** behavior

Why is security culture critical?

Inefficient security causes decreased productivity and drives up to 20% of employees to **unsecure alternatives**

_____

Why is **security culture critical?**

Cohesive teams are up to 18% **more** efficient
and are **more** likely to
comply with security policy

Fact

Reputation loss results in increased customer **turnover** and **increased cost** of acquiring new customers

Start your journey

Contact sales:
sales@praxissecuritylabs.com
https://praxissecuritylabs.com

Praxis Expertice

Kai Roer
CEO

Industry veteran, author, speaker and serial entrepreneur in cybersecurity. Globally recognized expert on security culture and measuring.

Thea Mannix, PhD
Director of Research

PhD in neuroscience, and accomplished researcher of human behavior and security culture. Specialist in human factors assessment, analysis and interpretations.

Jacopo Paglia, PhD
Director of Analytics

PhD in statistics, with extensive experience in data science and machine learning from multiple industries. Specialist in advanced analytics of human factors and behaviors.

Aimee Laycock
Director of Product

Serial entrepreneur in cybersecurity. Security culture specialist with a focus on assessments and quality delivery of improvement programs.
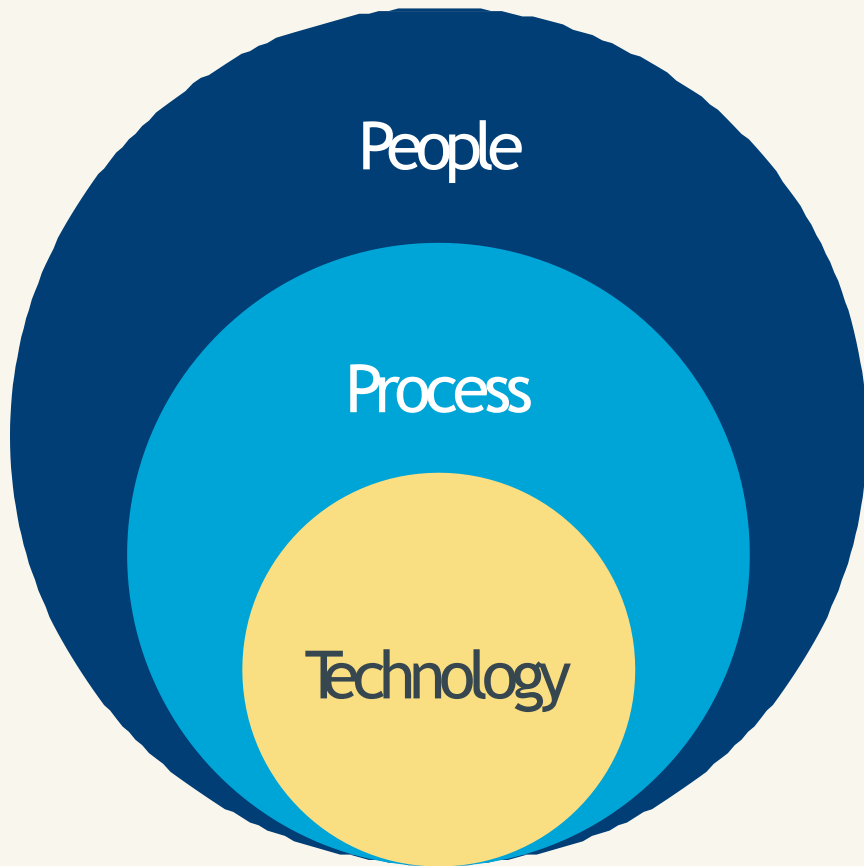
The Praxis Promise

Reduce risk, **increase** security, and **improve** your profit margins,

Our experts help you to:
- identify **friction** in your processes and technology
- address the **human factors** that are slowing productivity and increasing risk
- Tweak and tune your **People, Process and Technology** to increase security, reduce risk and improve profitability

The Praxis Process - Detailed
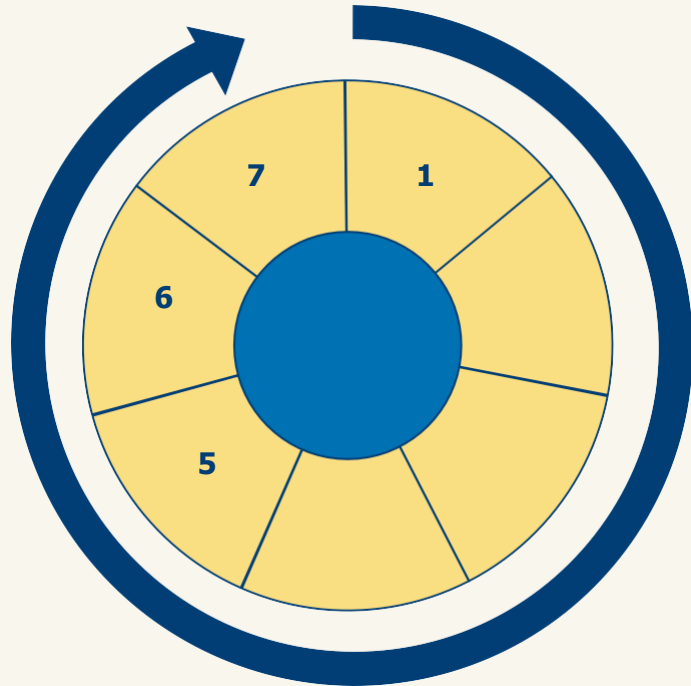
1 CREATE BASELINE

Collect & collate data to model the current state of security and culture across your organization to create a baseline evaluation.

2 SET GOALS

Define your ideal, future state using SMART goals and your baseline metrics to determine your desired direction; Get consensus on desired direction.

3 GAP ANALYSIS

Complete a gap analysis of the current and ideal states and compare the results to your business's objectives, risk assessment and appetite.

4 AUDIENCE ANALYSIS

Identify target audiences and their needs via clustering method to attest your findings, and map out the organisational stakeholders.

5 DESIGN INTERVENTIONS

Design an interventional program using recommended actions with relevant metrics for tracking its progress; Prepare organization-wide communication plan to set right expectations.

6 DEPLOY INTERVENTIONS

Roll-out prepared communications and manage stakeholder expectations; Deploy agreed interventions to target audience(s); Monitor and track progress.

7 REPORT PROGRESS

Review current state with updated data; Gather feedback from stakeholders to evaluate perceived success; Report progress and areas for further development.

Based on Kai Roer's Security Culture Framework, 2011