



OVERCOMING RESISTANCE WITH PURPOSE-DRIVEN SECURITY.

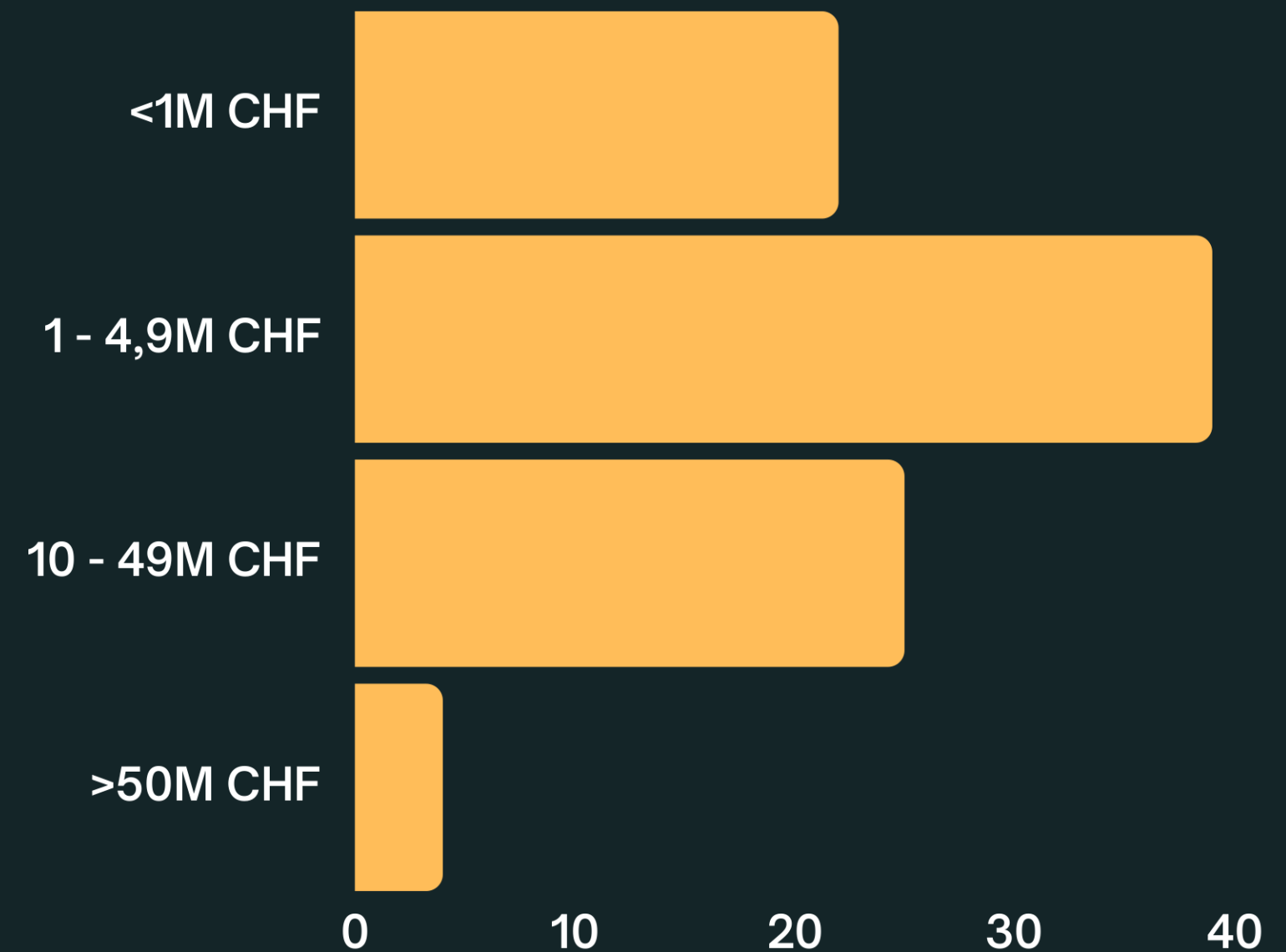
A Lesson in Practical Socio-Dynamics

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CYBERSECURITY INVESTMENT SWITZERLAND 2023

Numbers by EY (EY source
unknown)



Common Approach

- Provide awareness training
- Develop skills and abilities
- Implement tools

Assumption

Trained employees will act securely.

Limitations

- Awareness ≠ Action
- External nudges are easy to ignore
- Skills and tools alone don't ensure implementation

**WHY
TRADITIONAL
CYBER-
SECURITY
APPROACHES
OFTEN FALL
SHORT**

SOCIO-DYNAMIC BARRIERS TO EFFECTIVE CYBERSECURITY

01

**Resource
Scarcity**

02

**Leadership
Gap**

03

**Unclear
Accountability**

THE MISSING LINK:

PURPOSE AND SOCIO- DYNAMICS

01

Purpose

Provides the 'WHY' behind security measures.

02

Purpose

Bridges the gap between awareness and action.

03

Socio-Dynamics

Reinforces purpose through group behavior.

04

Socio-Dynamics

Shapes individual attitudes towards security.

COMPLIANCE
VS.
PURPOSE

A Kitchen Analogy

**CLEAN THE KITCHEN,
BECAUSE IT'S REQUIRED**

**CLEAN THE KITCHEN,
TO KEEP YOUR CHILD
HEALTHY**

“

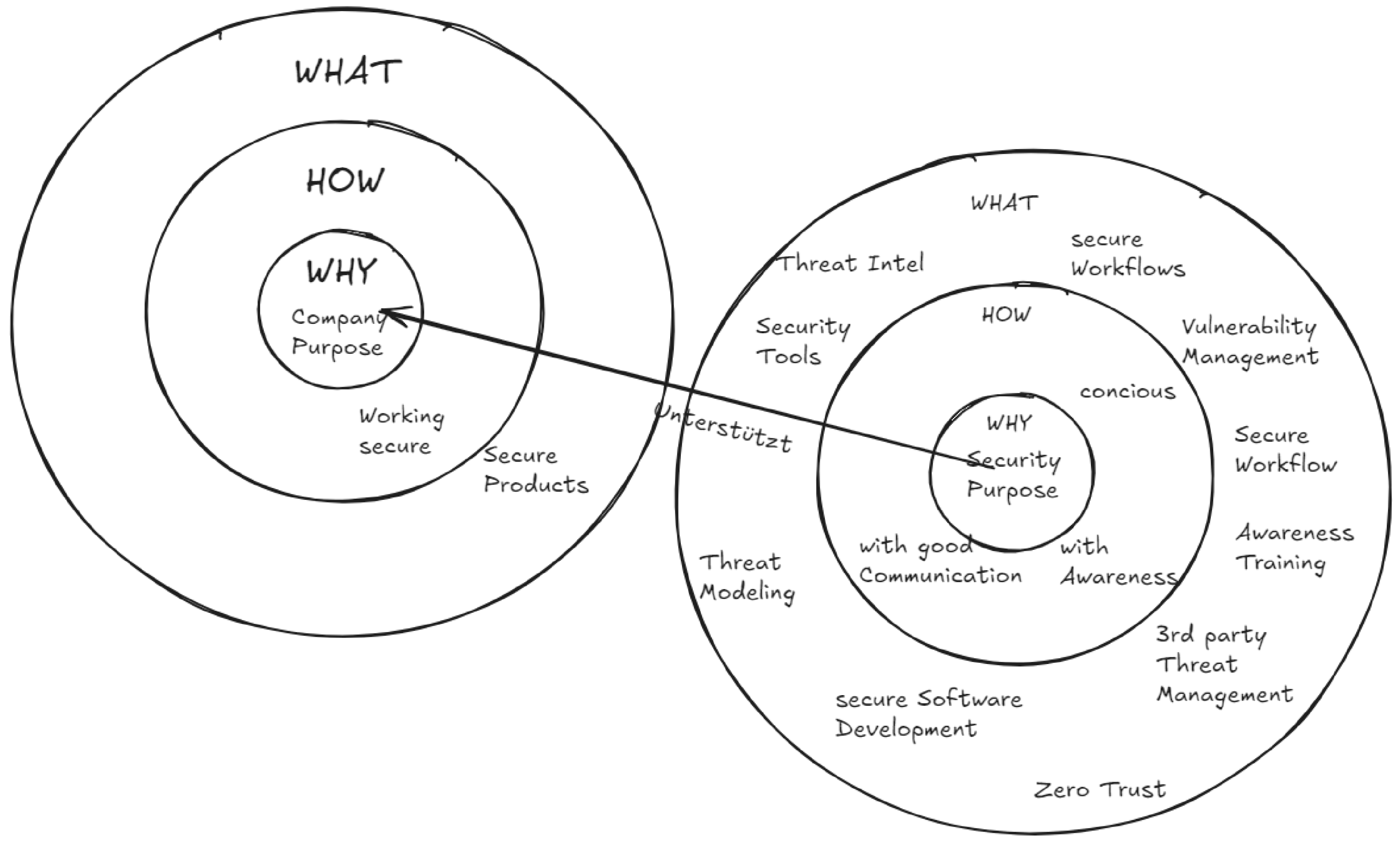
**WITH THE PATIENT AT
THE HEART**

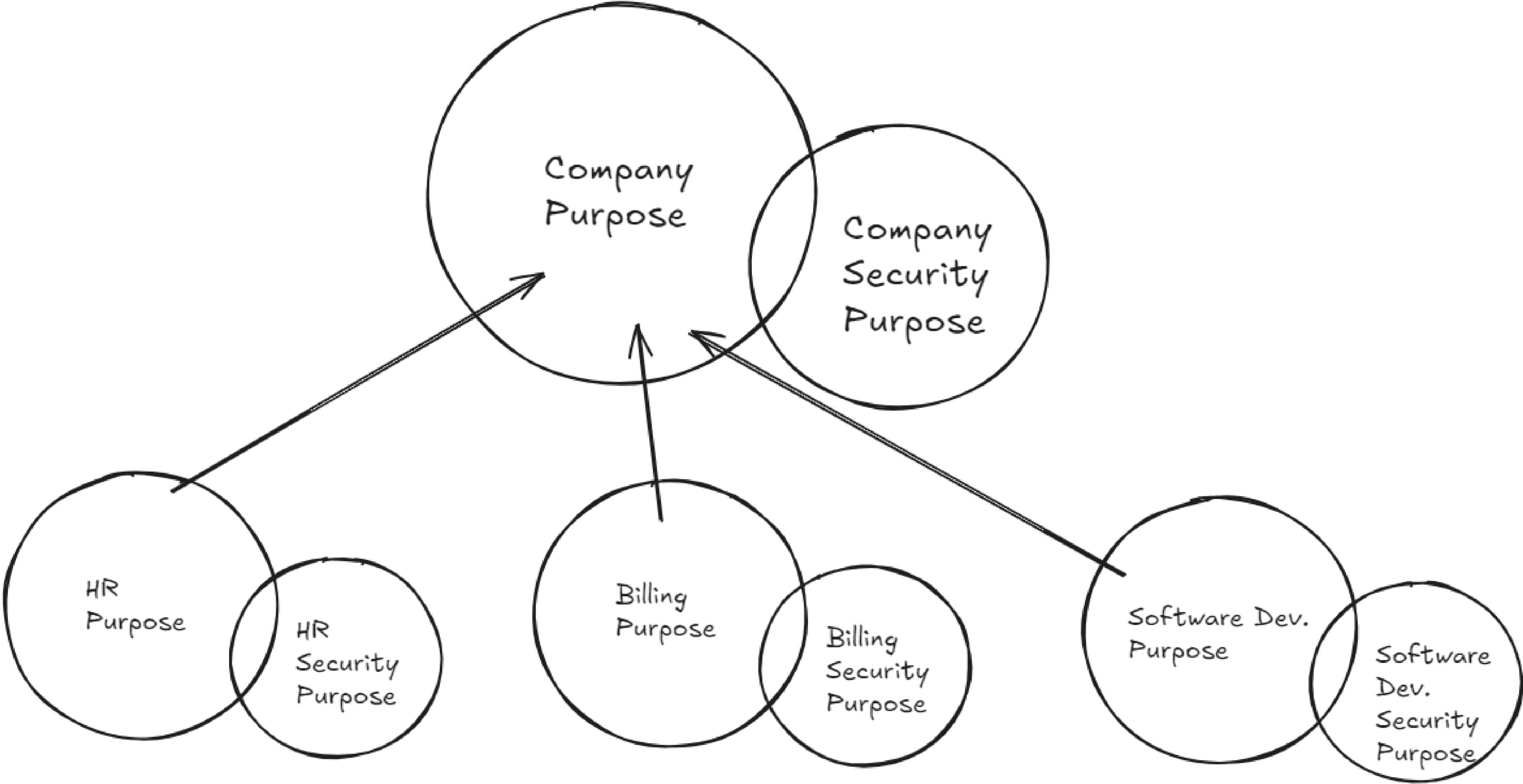
— Judy Faulkner (Epic)

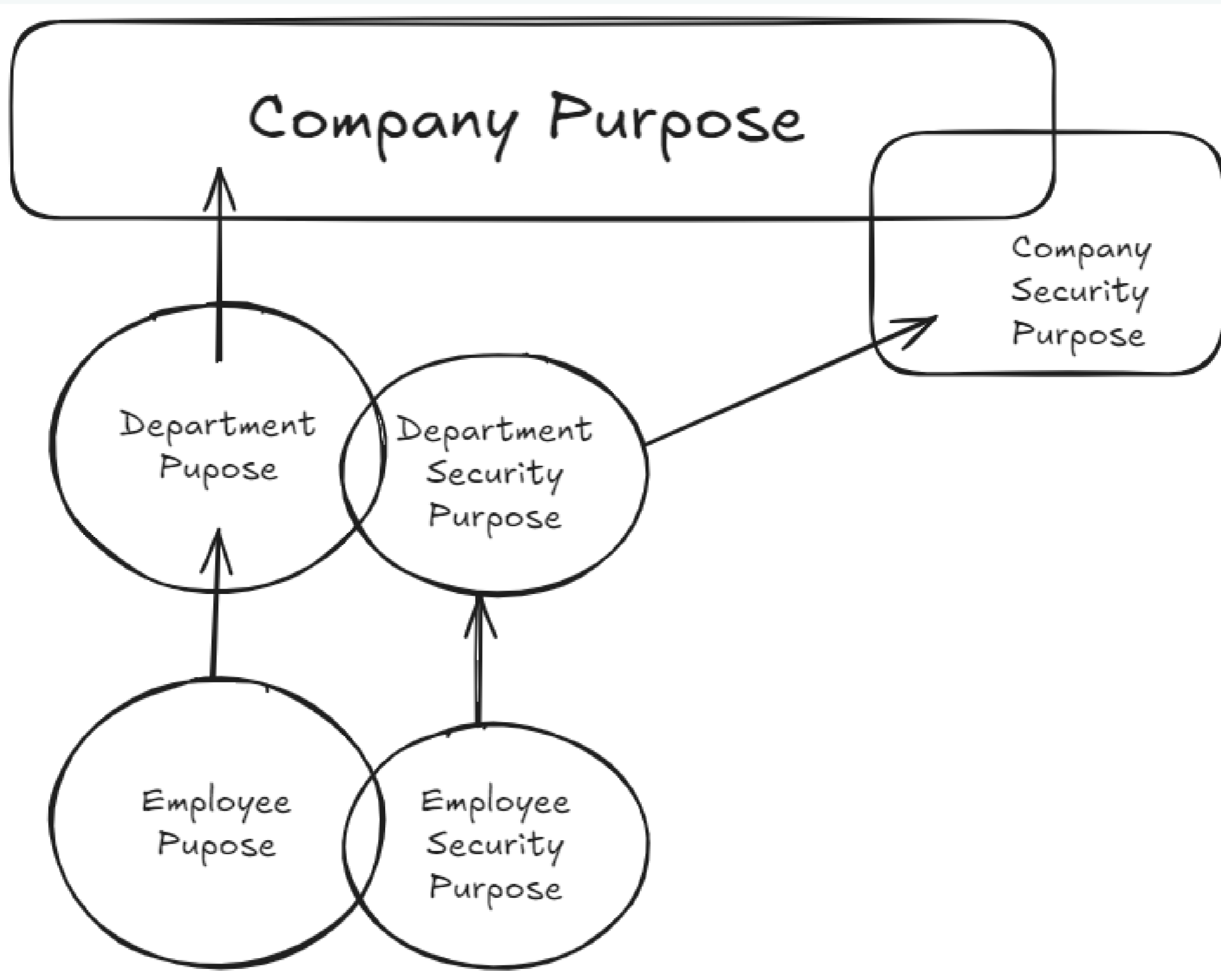
THE POWER OF SOCIO- DYNAMICS IN SECURITY

- Purpose shapes individual attitudes
- Group dynamics reinforce secure behaviors
- Collective action enhances overall security

"When everyone understands WHY, security becomes second nature."







OVERCOMING RESISTANCE: THE POWER OF PURPOSE AND SOCIO-DYNAMICS

- 01 Aligns Values
- 02 Creates Security Mindset
- 03 Fosters Positive Influence
- 04 Builds Security Culture
- 05 Transforms Commitment

"When purpose meets positive group dynamics, resistance dissolves."

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THANK YOU!

TIME FOR QUESTIONS