TLP:CLEAR

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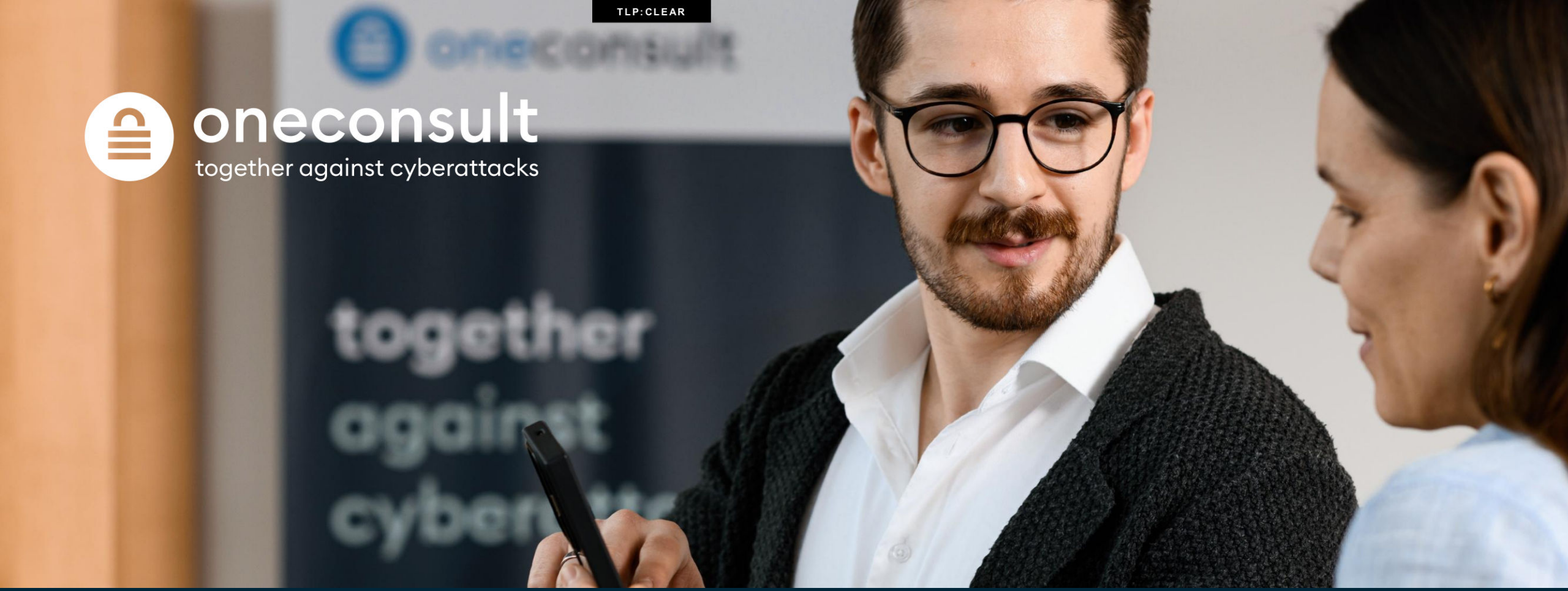

Motivate and Prepare for Cyber Crises

Swiss Cyber Storm 2025 – Resilience in a Mad, Mad World

OCINT-CSIRT

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60+
Significant incidents per year

~80%
“It’s a crisis!”

160+
SME cases per year

~60%
“It’s a crisis!”

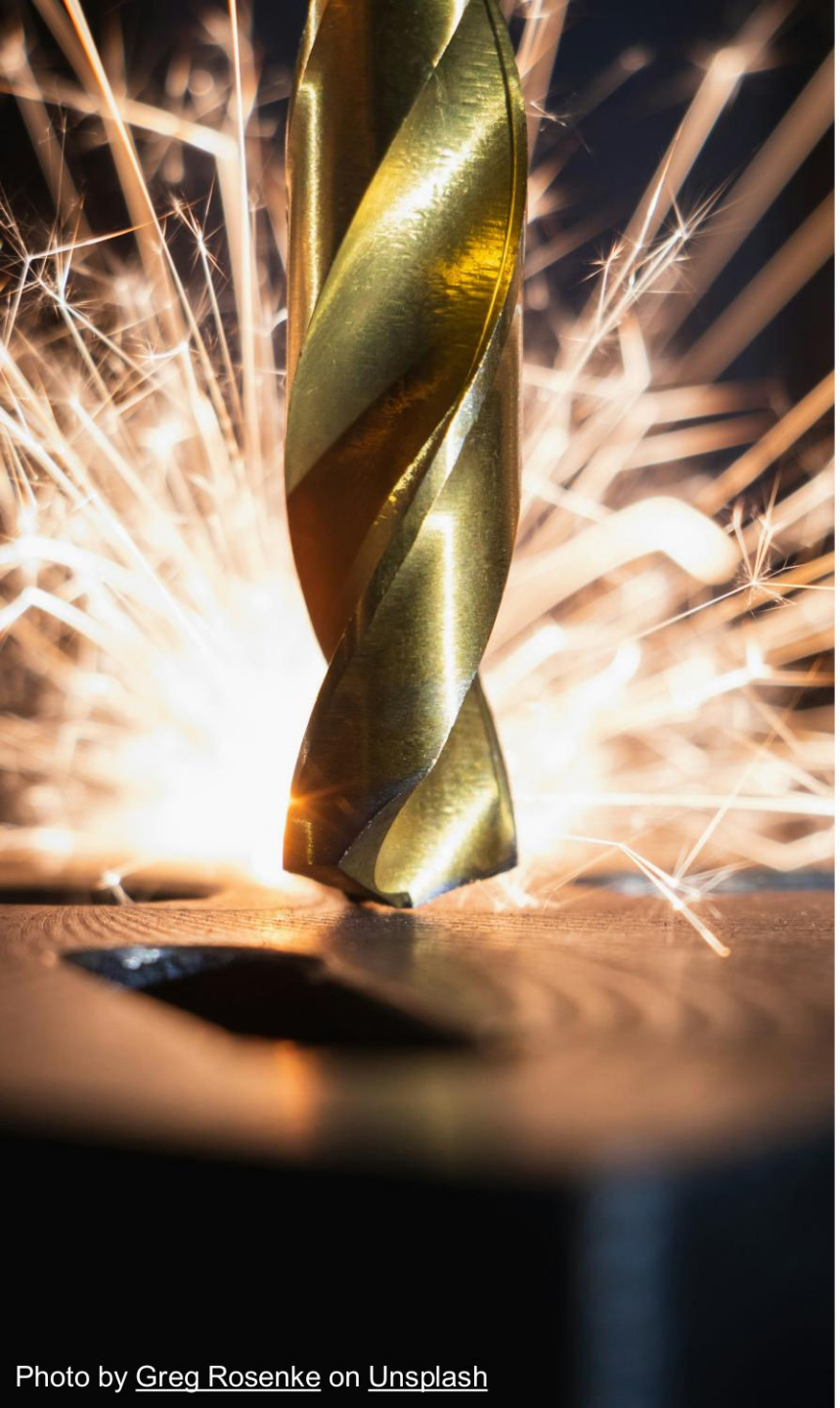

Photo by Greg Rosenke on Unsplash

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Our Case

- Global **manufacturer** with market leadership in Europe
- Operating in **over 50 countries**
- More than **25 production facilities worldwide**
- **Publicly traded**

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Budget approved.

Leadership and commitment still pending.

Photo by Benjamin Child on Unsplash

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Gaps, Gaps and More Gaps!

Like many others, the **information security team hired consultants** to conduct assessments and gap analyses.

Surprise: **Gaps were found**!

However, this **did not help**:

- The executive board thanked them for bringing the gaps to their attention
- They **delegated the task of closing the gaps to the information security team**
- Tasked the internal auditing team with keeping an eye on it

Photo by raquel raq on Unsplash

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Definition of Success

In case of a cyber incident / crisis

- ✓ Crisis team members **understand their individual roles and responsibilities**.
- ✓ The **Executive Board** recognizes its **central role** in the crisis team.
- ✓ The crisis team **takes leadership** during (cyber) crises.
- ✓ **Regular training and exercises** are conducted to prepare for cyber crises.
- ✓ The Executive Board **acknowledges gaps** outside IT & information security.
  - ✓ **Business continuity** management is currently lacking.
  - ✓ **Public Relations** is not actively preparing for crisis communication scenarios.
  - ✓ The **Legal** team is not fully aware of relevant legal frameworks and obligations.
- ✓ The crisis team recognizes that a **cyber crisis is not solely a technical issue**, but a multidisciplinary challenge.

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Cyber crises don’t stop at the server room

You most likely work here

Technology

- Take immediate actions
- Understand the situation
  - Scope of attack
  - Objective of attack
  - Root cause
- Everyone wants and needs more and more information
- Rebuild with more security controls

Incident Operations / Crisis Team

- Establish crisis team
- Set up emergency operation
- Define the way back to normal
  - Take the business perspective
  - Stay focused
  - Think ahead

Legal

- Reporting obligations
  - Stock exchange law
  - Data protection laws
  - Contractual obligations
- Support Negotiations
  - Sanctions
- Support activities
  - Public statements
  - Engage law enforcement

Communication

- Map the stakeholders
  - Shareholders
  - Public
  - Employees
- Prepare and publish statements
- Interact with the media
- Monitor the conversation
- Rebuild trust

Careful, this requires the involvement of **the whole organization**!

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01. Get them hooked

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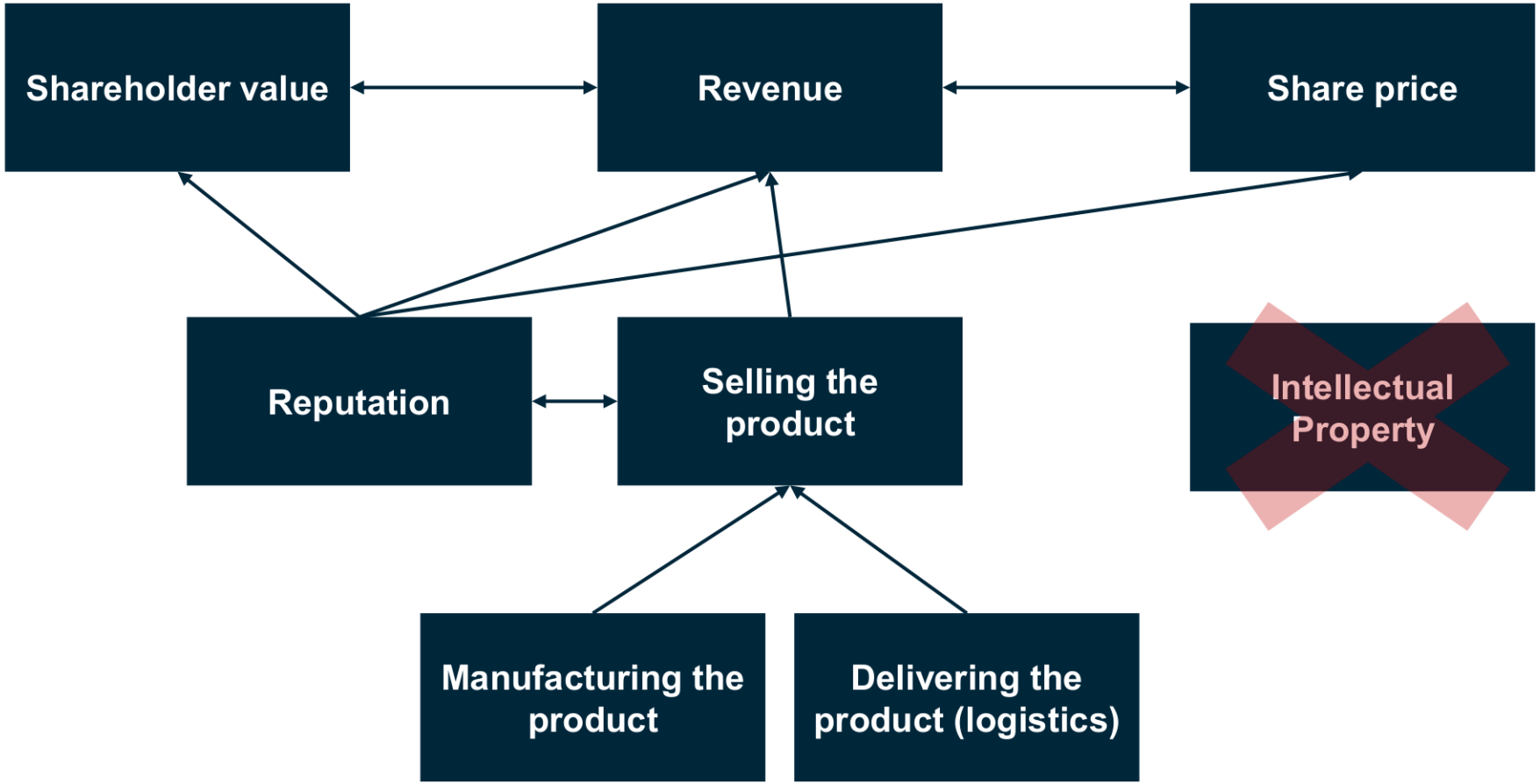
Why should they care?

Understand your audience



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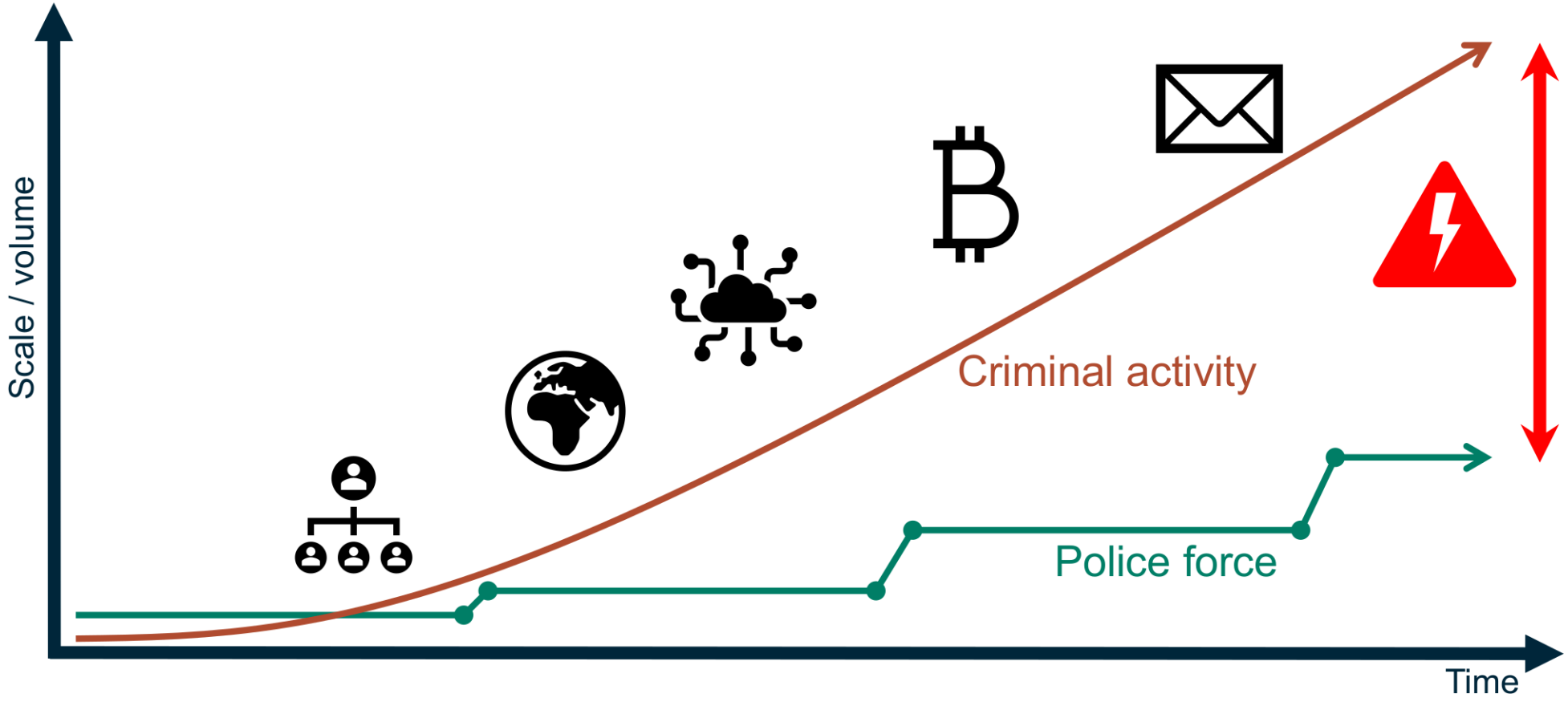
Time for a killer chart!

We must **change** **across the organization**.



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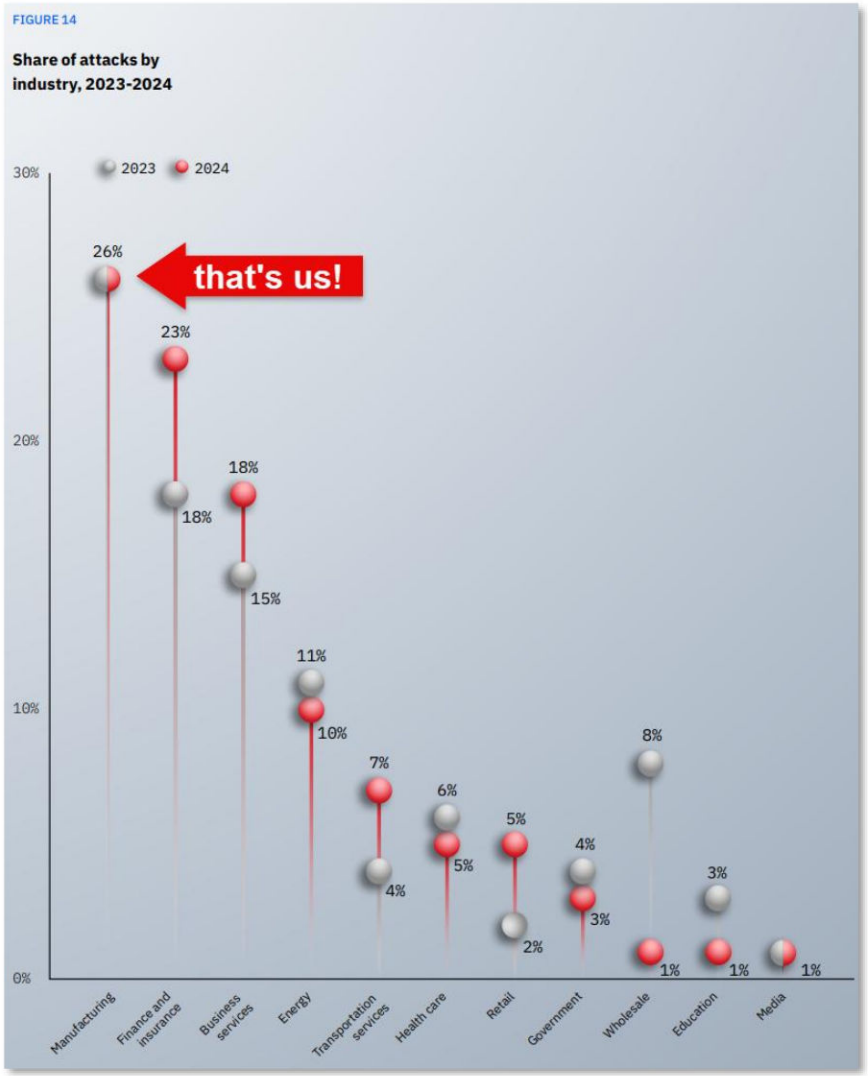
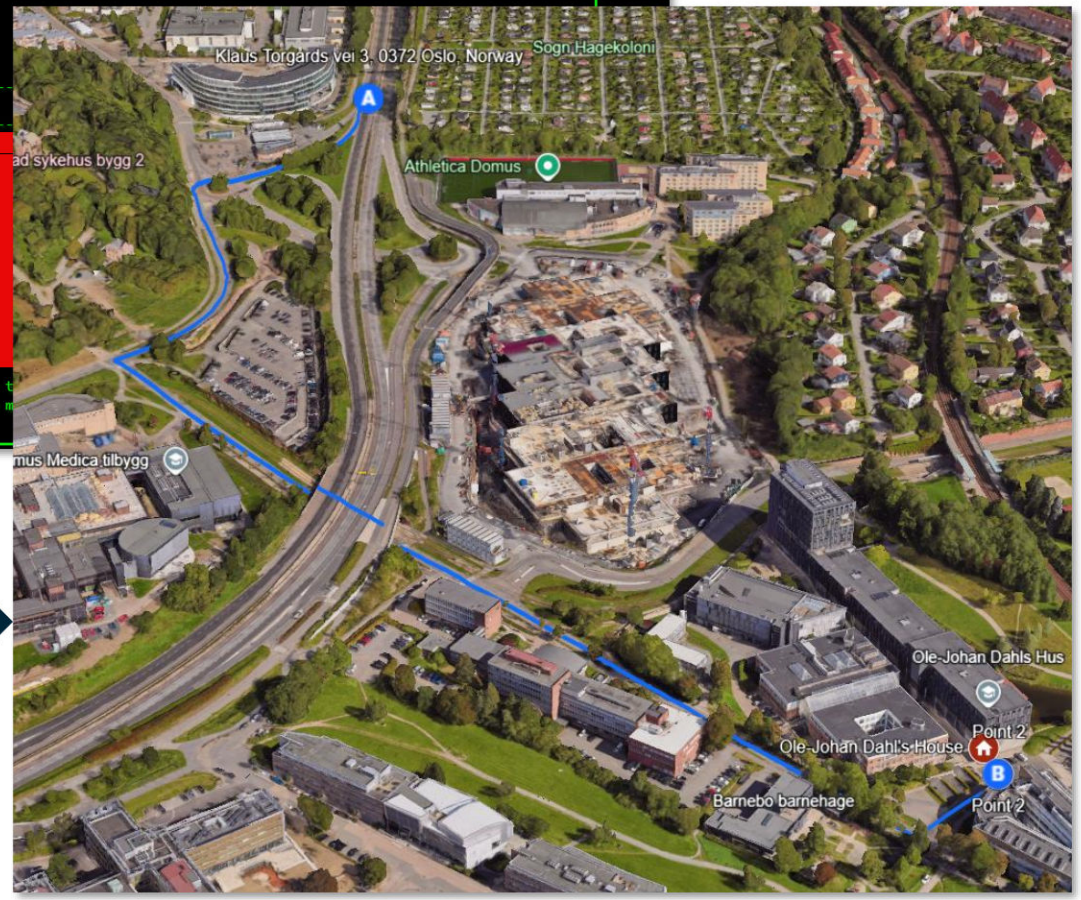
The story we told them to get attention





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The story we told them to get attention

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02. Let them experience it

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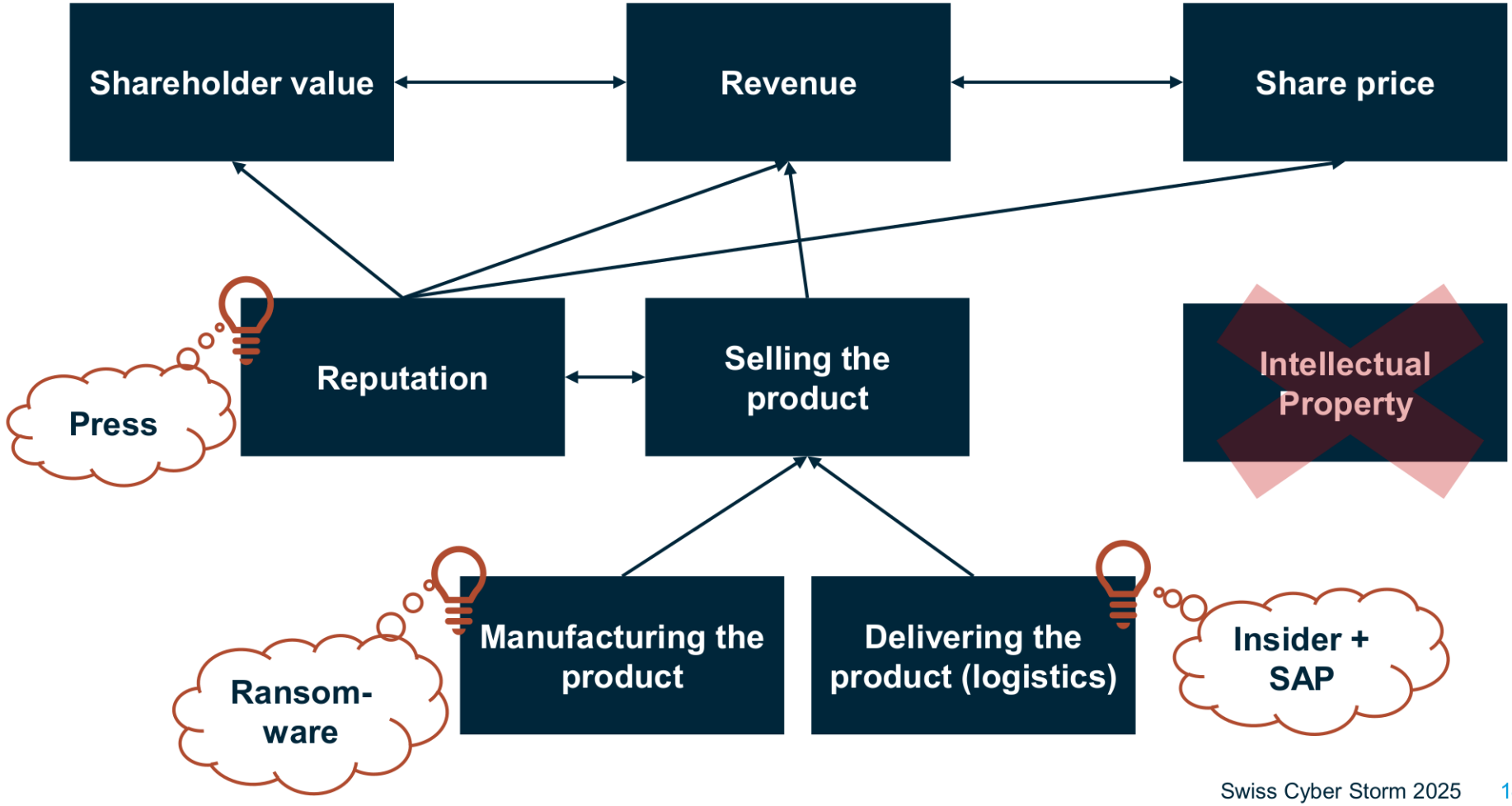
Why should they care?

Derive a tabletop exercise scenario



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Do a tabletop exercise.

Make it realistic!

Get them into the right headspace and mood.

Photo by Oleg Laptev on Unsplash

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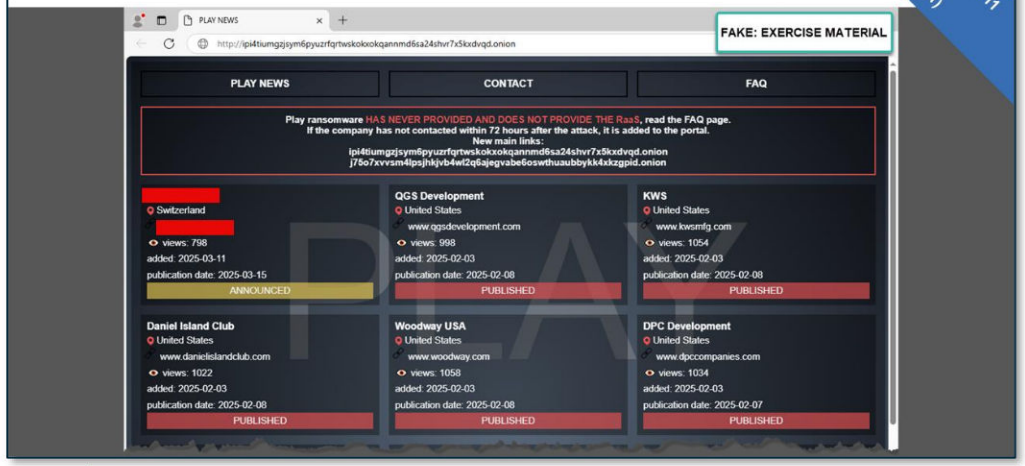
Use visuals that evoke emotions

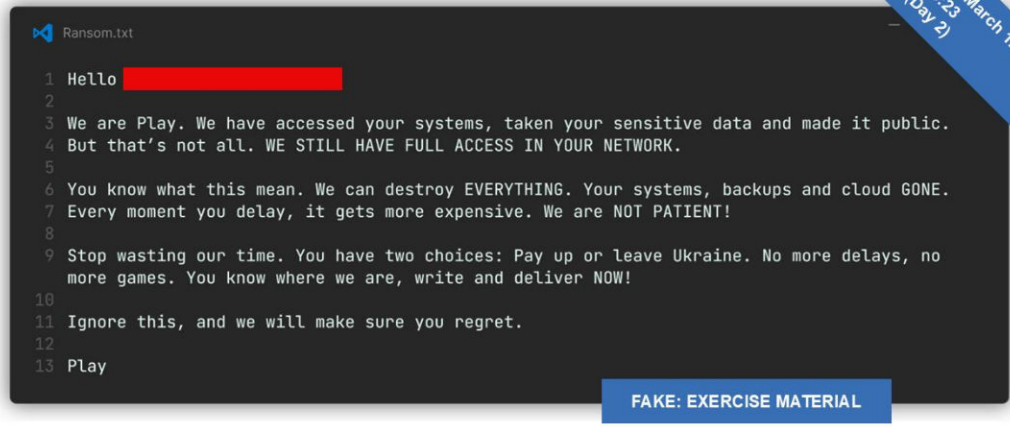
Claim published by the Play ransomware group
Overview Page

Tuesday, March 11
15:54
(Day 1)



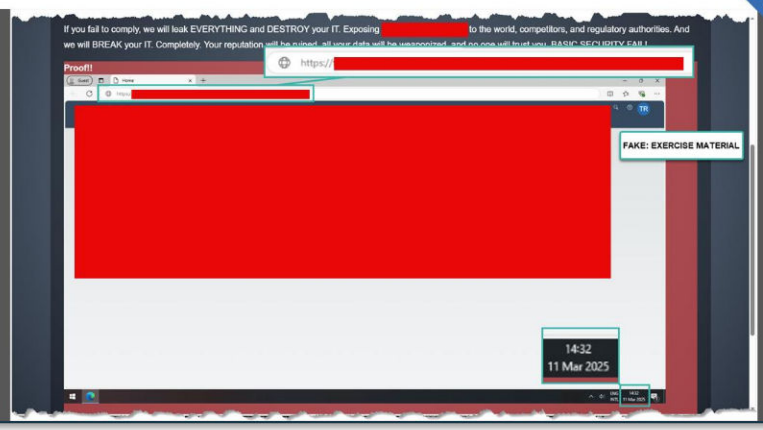
Ransom Emails

Wednesday, March 12
18:23
(Day 2)



Proof published by the Play ransomware group

Wednesday, March 12
10:30
(Day 2)



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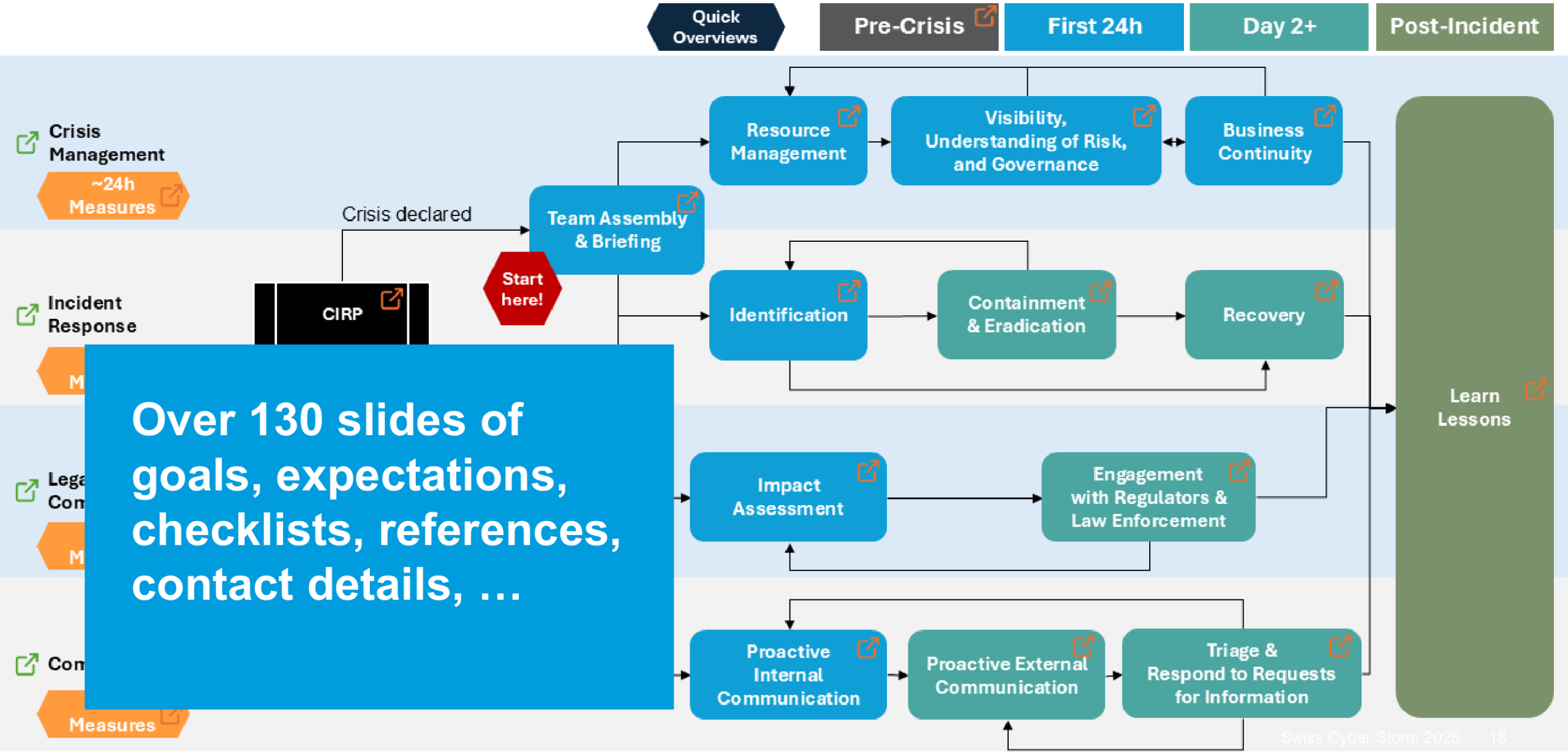
03. Love the outcome

Crisis Management Process



Questions?

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Contact

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Let's connect

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Thank you

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