



The Marine Forum

2023

MaST™
AFRICA

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CyberSecurity

**“Reducing Risk by
Raising Awareness”**

MaST Group & Associates...



5 Decades of Customer Service...



Overview... Cyber Security 2023!

“Contemporary technology cannot provide a secure system in an open environment.”

Pentagon’s Defence Science Board Task Force on Computer Security
- 1968..!

“Contemporary technology ‘on its own’ cannot provide a secure system in an open environment.”

Reality... 2023!

Kevin Mitnick, "The World's Most Famous Hacker"

"Companies spend millions of dollars on firewalls, encryption and secure access devices, and it's money wasted..."

*...none of these measures address the **WEAKEST LINK** in the security chain."*

[Fix Global 18th April 2017]

The Real Risk... 2023!

THE *WEAKEST LINK* = HUMAN ERROR..!

- 85% – 95% of breaches (Verizon / IBM)
- momentary lack of judgement...
- lack of awareness...

One mistake = potentially crippling damage
& far-reaching costs!

Quantifying the Risk ...

Cyber Risk Forecasts...

- ‘The frequency of these attacks will rise to **one every two seconds**
- ‘The cost of these attacks is expected to reach **\$265 billion by 2031**
- ‘**80% respondents** believe their company is at risk due to inadvertent data leaks by careless or negligent employees *
- ‘**Fewer than half of respondents**’ companies have a system in place for monitoring email attacks *

(*supply chain & customers ...?)

[mimecast: The State of Email Security 2022]

Solution... 2023!

- **3 Key Takeaways:**

- ✓ **Cyber Security = Enterprise-Wide Initiative**

- ✓ **Firewall & Humanwall = Differentiate..!**

- ✓ **Top-Down Critical = EXCO**

“Cyber Security is a culture and you need the business to take place and be part of that security culture” Britney Hommertzheim (X US Military Cyber Defence)

Solution... 2023 & Beyond!

- Reducing Risk by Raising Awareness:

FILM

FULLY • immersive • LEARNING • MODULE

Solution... 2023 & Beyond!

- **F i L M = P r o v e n D e l i v e r y :**

- **FULLY:** relevant cognitive barriers removed...
- **immersive:** the unconscious mind...
- **LEARNING:** **ASK** = ATTITUDE SKILL & KNOWLEDGE
MLM = MAGNETIC LEARNING METHOD
- **MODULE:** delivery vehicle = fast, fashionable, feeling...

Empirical Proof... 2023!



FILM Outcomes:

- Culture in Context...
- ABSA Metrics...
- ABSA Trailer...