

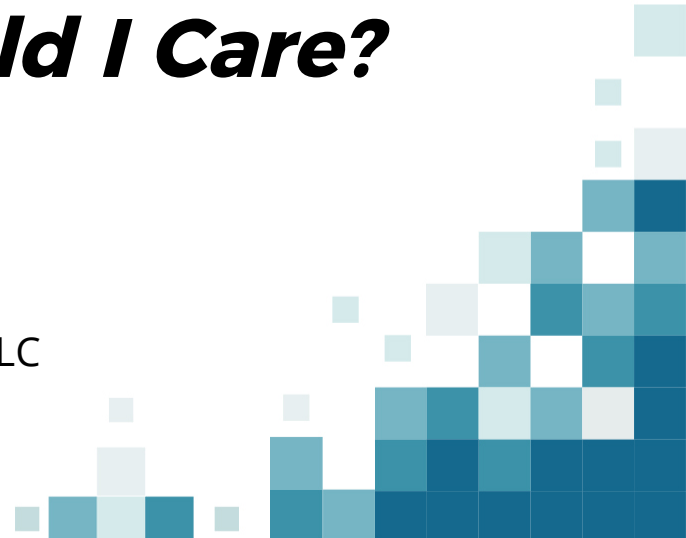


CYBER SECURITY  
SUMMIT 2017

# **Cyber Crisis Communications**

***What is it and Why Should I Care?***

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# Bottom Line

The objective of a **Cybersecurity Program** is to protect the organization.

The objective **of Cyber Crisis Communications** is to protect your organization's reputation.



# Value of Reputation

- Reputation is what convinces potential customers that you are worthy of their time and money.
- Brand reputation and customer retention drive your company's bottom line.
- Impact is more significant on smaller businesses – 2016 KPMG study = 89% suffered reputation damage

**To truly be resilient, your reputation has to withstand an attack as easily as your systems.**



# How Do I Get it Right?

- **Planning**
- **Training**
- **Response**
- **Opportunity**



# Planning

Crisis communications should be incorporated into your Incident Response Plan

## Key Points

1. Not all crisis created equal
2. Relationship building

## Action Items

1. Vulnerability assessment
2. Stakeholder analysis
3. Roles/Responsibilities
4. Statement Templates



# Training

Conduct scenario-based training sessions to practice your plan, assess your crisis team and improve your response.

## Key Point

1. Make your simulations as realistic as possible

## Action Items

1. Incorporate at least one comms-related injection
2. **Don't forget customer service**
3. Don't underestimate power of social media



# Response

A cyber incident is not a traditional PR crisis.

## Key Points

1. Acknowledge Bad News Quickly
2. Apologize – for real
3. Stick to the Facts
4. Transparency Matters
5. Be Consistent

## Action Items

- Media Monitoring
- **Notifications**
- Do Right by the Victims ASAP



# Opportunity

After the dust settles, rebuild even stronger.

## Key Point

1. Stop Digging
2. Restore Trust

## Action Items

1. Take bold action
2. Be transparent
3. Customer appreciation





# Questions?

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