



GLOBAL AUTHORITY
FOR CYBER CERTAINTY™

DANIEL TOBOK

CYBER CONSCIOUSNESS™



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Be Conscious Of What You Value Most When It Comes To Cyber Security

THE CYBER SECURITY VALUES SORT

These are the things in which you are, or should be unwilling to compromise, no matter what. Ultimately, if forced to choose, you would give your all to preserve and protect these facets of your cyber security strategy at the expense of all the others.

Most organizations never invest the time, space, or courage it takes to confront and explicitly answer this question. We just assume we know. By default, we form answers of convenience – otherwise known as “whatever” serves us best in any given situation. Failure to nail down what matters most to you will continue to waste precious time, energy, money, and opportunity. You will spend resources on things of lesser importance at the expense of things that really matter.

Deciding what matters most is difficult, but it frees you from the chains of uncertainty. Aligning yourself between where you allocate resources and your priorities, is at the heart and soul of achieving Cyber Certainty™. Let's start here at question 1, and choose from the list of values!

1. If you had to choose five (5) items from the list below that matter most to your cyber security strategy - and had to drop all others - which five (5) would you choose?

- PROACTIVE DEFENSE MEASURES
- DATA INTEGRITY
- STAFF TRAINING
- VULNERABILITY MANAGEMENT
- INCIDENT RESPONSE
- CONTINUOUS MONITORING
- COMPLIANCE AND REGULATIONS
- SECURITY CULTURE
- ACCESS CONTROL
- ENCRYPTION
- NETWORK/CLOUD SECURITY
- PHYSICAL SECURITY
- SOFTWARE SECURITY
- BUSINESS CONTINUITY
- DISASTER RECOVERY
- PRIVACY PROTECTION
- CUSTOMER TRUST
- SUPPLY CHAIN SECURITY
- PATCH MANAGEMENT
- COST-EFFECTIVENESS
- CROSS-TEAM COLLABORATION

1. _____
2. _____
3. _____
4. _____
5. _____

REFLECTING ON CYBER SECURITY CHOICE

With your 5 choices made above, it's time to answer each of the following questions, then step back and reflect. This will help you grow more invincible and less vulnerable.

2. Even if it is intensely private, what is the real reason underlying each choice?

3. What values do your answers reflect?

4. In what ways and to what extent do you invest in each of these priorities today?



5. What were the primary (if any) discrepancies, between what you believe to be important and how you actually invest in your cyber security strategy?

6. How can you do better starting now?


7. Specifically, what adjustment do you need to make in your behavior, practices, and/or strategies, to be more precise with your cyber strategy and to be more invincible and less vulnerable?

WHAT DOES IT MEAN AND WHAT'S NEXT?

Unless one is a cybersecurity expert, a person in the throes of managing an organization is not consistently dealing with cyber issues, thus, it leaves their conscious thought and gets relegated to 'next time'. The objective of this assessment is to bring forth with heightened consciousness what one values in cybersecurity, and see if it aligns with the cybersecurity actions taken at the organization. If they do not align, the discrepancies highlighted may present vulnerabilities in defensive posture and potential points of weakness for cyber criminal exploits.





If your assessment uncovered multiple discrepancies, or if the misalignment of your values and current investments leaves you confused about how to fix the problem, then it's time to consult a cybersecurity expert with years of experience. You can connect with Daniel Tobok, a leader in cybersecurity for 3 decades at info@tobok.com.


Take your top five priorities and your non-negotiable, and place them on your summary document. You can find the summary document at the back of the document titled What Is Cyber Certainty™ & The Cyber Quotient™.



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WHAT IS CYBER CERTAINTY™ & THE CYBER QUOTIENT™

BY:	FOR:	DATE:								
 <p>CYBER CONSCIOUSNESS™ Evaluate your awareness of digital vulnerabilities and actions to protect your organization's interests.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 50%;">1. <input style="width: 90%;" type="text"/></td><td style="width: 50%;">4. <input style="width: 90%;" type="text"/></td></tr> <tr><td>2. <input style="width: 90%;" type="text"/></td><td>5. <input style="width: 90%;" type="text"/></td></tr> <tr><td>3. <input style="width: 90%;" type="text"/></td><td>Non-Negotiable: <input style="width: 90%;" type="text"/></td></tr> </table>	1. <input style="width: 90%;" type="text"/>	4. <input style="width: 90%;" type="text"/>	2. <input style="width: 90%;" type="text"/>	5. <input style="width: 90%;" type="text"/>	3. <input style="width: 90%;" type="text"/>	Non-Negotiable: <input style="width: 90%;" type="text"/>			
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 <p>CYBER RESPONSE-ABILITY™ Measure your capacity to respond quickly and effectively to cyber incidents.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 50%;">Preparedness: <input style="width: 90%;" type="text"/></td><td style="width: 50%;">Your Response-Ability: <input style="width: 90%;" type="text"/></td></tr> <tr><td>Preservation: <input style="width: 90%;" type="text"/></td><td></td></tr> <tr><td>Reach: <input style="width: 90%;" type="text"/></td><td></td></tr> <tr><td>Endurance: <input style="width: 90%;" type="text"/></td><td></td></tr> </table>	Preparedness: <input style="width: 90%;" type="text"/>	Your Response-Ability: <input style="width: 90%;" type="text"/>	Preservation: <input style="width: 90%;" type="text"/>		Reach: <input style="width: 90%;" type="text"/>		Endurance: <input style="width: 90%;" type="text"/>		
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 <p>CYBER LITERACY™ Determine your knowledge of cybersecurity principles and best practices.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 50%;">0-18 Vulnerable: At Risk. Needs Immediate Improvement</td><td style="width: 50%;">19-35 Aware: Basic Knowledge. Be vigilant</td></tr> <tr><td>36-52 Proficient: Solid Understanding. Proactive Security</td><td>53-70 Resilient: Advanced Skills. Anticipating Threats</td></tr> <tr><td>Total Score: <input style="width: 90%;" type="text"/></td><td></td></tr> </table>	0-18 Vulnerable: At Risk. Needs Immediate Improvement	19-35 Aware: Basic Knowledge. Be vigilant	36-52 Proficient: Solid Understanding. Proactive Security	53-70 Resilient: Advanced Skills. Anticipating Threats	Total Score: <input style="width: 90%;" type="text"/>				
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 <p>CYBER PREPAREDNESS™ Assess your organization's readiness and ability to prevent and mitigate cyber threats.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 50%;">Preparedness: <input style="width: 90%;" type="text"/></td><td style="width: 50%;">Maximization: <input style="width: 90%;" type="text"/></td></tr> <tr><td>Preservation: <input style="width: 90%;" type="text"/></td><td>Satisfaction: <input style="width: 90%;" type="text"/></td></tr> <tr><td>Minimization: <input style="width: 90%;" type="text"/></td><td>Overall: <input style="width: 90%;" type="text"/></td></tr> </table>	Preparedness: <input style="width: 90%;" type="text"/>	Maximization: <input style="width: 90%;" type="text"/>	Preservation: <input style="width: 90%;" type="text"/>	Satisfaction: <input style="width: 90%;" type="text"/>	Minimization: <input style="width: 90%;" type="text"/>	Overall: <input style="width: 90%;" type="text"/>			
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<p>Conclusion</p> <p>By understanding and embracing the principles of Cyber Certainty™ and actively working to improve your Cyber Quotient™, you can significantly enhance your organization's cyber security posture. This is a proactive approach towards greater cyber resilience and a more secure digital future.</p>										

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