PRAXIS
Security Labs

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Kai Roer is widely regarded as the foremost authority on security culture, bringing a wealth of expertise as a best-selling author, award-winning speaker, and serial entrepreneur.

TIP 1. CULTURE
Culture is more important than technology to ensure a secure business.

TIP 2. PEOPLE
People are the key driver of value creation. Technology is used to make people more efficient at producing that value - not the other way around.

TIP 3. CYBERSECURITY
Cybersecurity should enable businesses to be more productive, more effective and more efficient. Instead, many cybersecurity products and services end up doing the opposite.

TIP 4. WHAT TO OUTSOURCE
You can outsource most of your technology and cyber security to specialists. You can never outsource the responsibility of a breach - that remains with the owners and the management.

TIP 5. ENABLING EMPLOYEES
Your employees are not the problem. They are your strongest defence - if you enable them to.

TIP 6. CHOOSING PARTNERS
Many cybersecurity solutions are snake oil. Do your home work, understand the risks you face, then choose tools and partners to help you mitigate those risks. Most small companies do the opposite, ending up paying too much and getting too little.

TIP 7. WHAT TO PROTECT
Know what part of your business is critical, where the value creation is, and focus your protection to those systems. Most small businesses have no idea what is worth protecting, and what is not relevant.

TIP 8. CHOOSE A MENTOR
Find a mentor. Use that mentor to learn what you do not yet know. The hardest part of this is the discovery of learning what it is you do not know. Only when you do, can you learn it.

TIP 9. WHAT TO PROTECT
You do not need all the fancy tech and services many cybersecurity / IT companies are trying to push on you. Be smart. Learn fast. The name of the game is to understand what you need to protect and why, before actually protecting it.

TIP 10. NETWORK WITH OTHERS
You are not alone. Network - as in meet others, join conferences, webinars and thought leaders in this space to learn. Filter out the snake oil and the self-serving arguments, and remember they are all trying to see you something. Even I!