

OutThink

**Cybersecurity
Human Risk
Management**

11 Oct 2024



Flavius Plesu

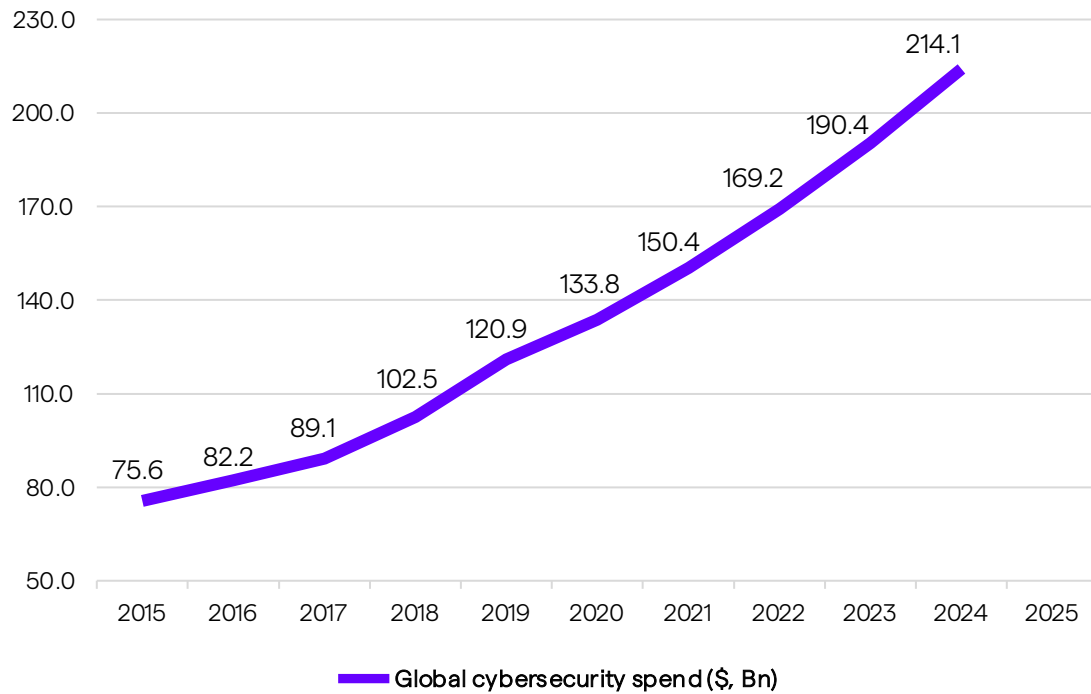
Founder and CEO, OutThink

Formerly

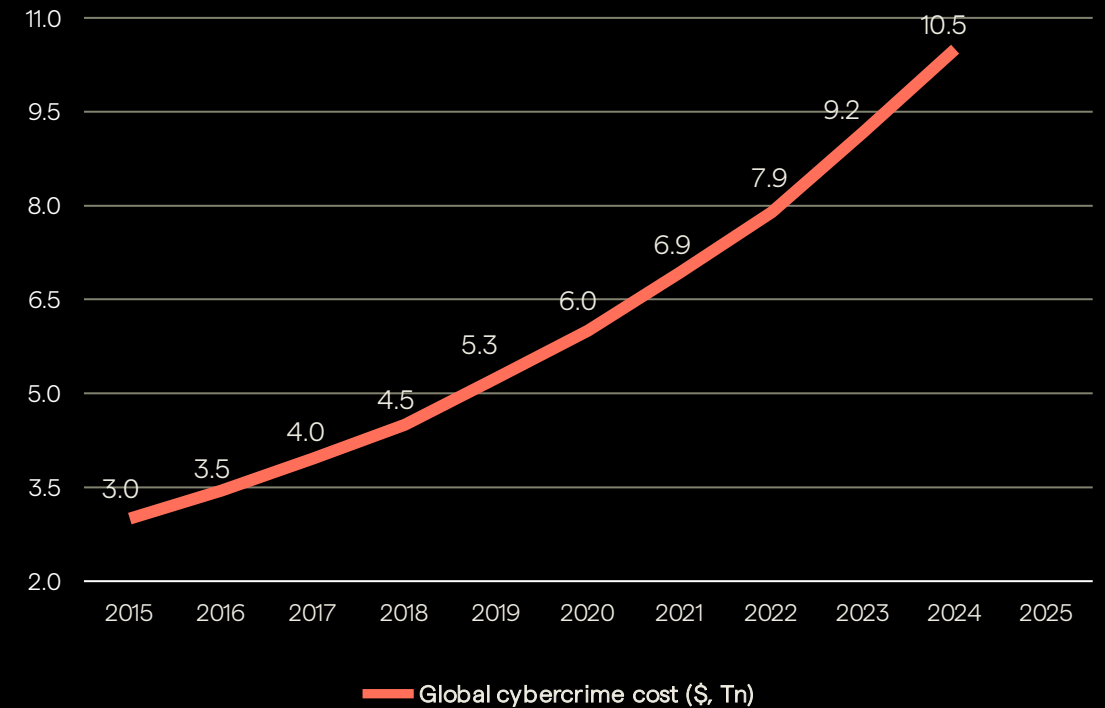
- CISO of Bank of Ireland
- CISO of IHS Markit
- Head of Infosec at University of West London
- Police SWAT in major EU capital city

CISSP, MSc Cyber, CISM, CRISC, CISA, PCI DSS ISA, ISO27001 LA&LI, SABSA SCF & SCP, CIPP/E

Cybersecurity Today

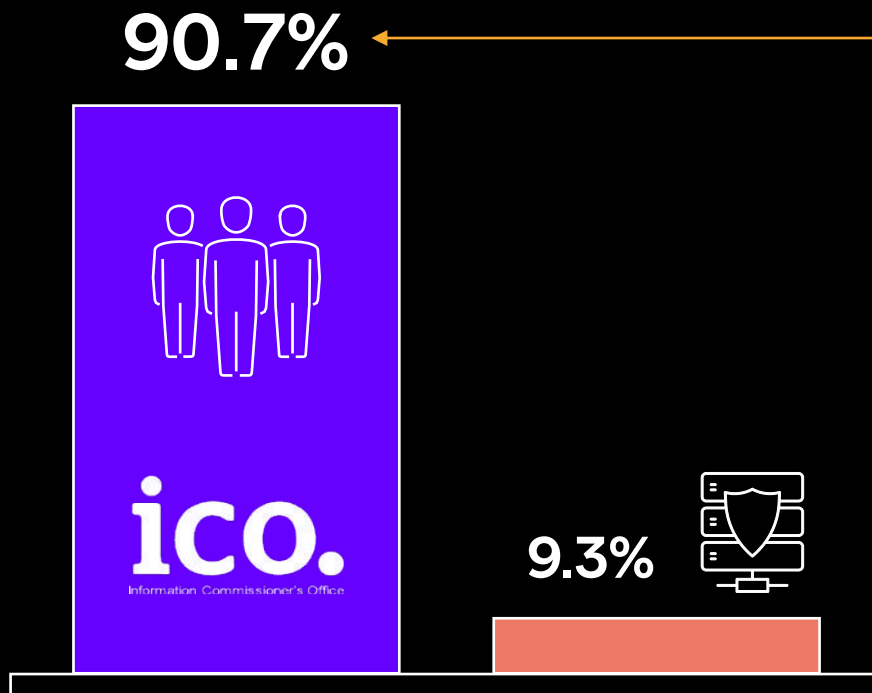


according to  



according to  

The Human Element - #1 Cause of Security Breaches

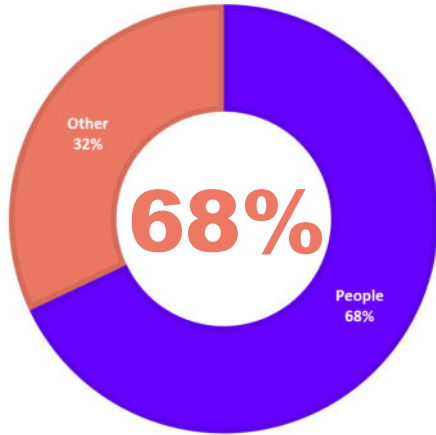


- Incorrect recipient
 - Data sent by email unencrypted
 - Failure to redact data
 - Loss/theft of unencrypted device
 - Data in insecure location (e.g. cloud)
 - Verbal disclosure
 - Data disposal
 - **Phishing attack** (11%)
 - Malware / ransomware
- <https://ico.org.uk/action-weve-taken/data-security-incident-trends/>

2,899 data breaches in the UK, Q4 2023

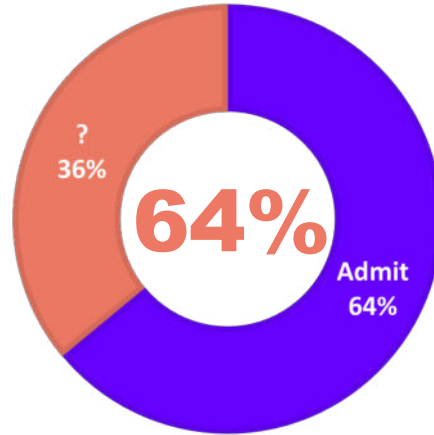
Human Behaviour Technology Breach

Not Moving the Needle



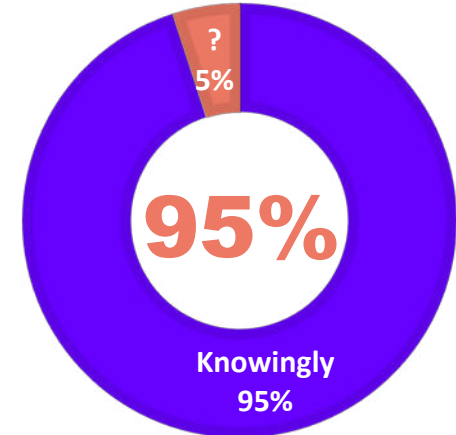
Of Breaches Involve the Human Element (Insider Threat is Separate)

verizon



Employees Admitted to Bypassing Security Controls

Gartner

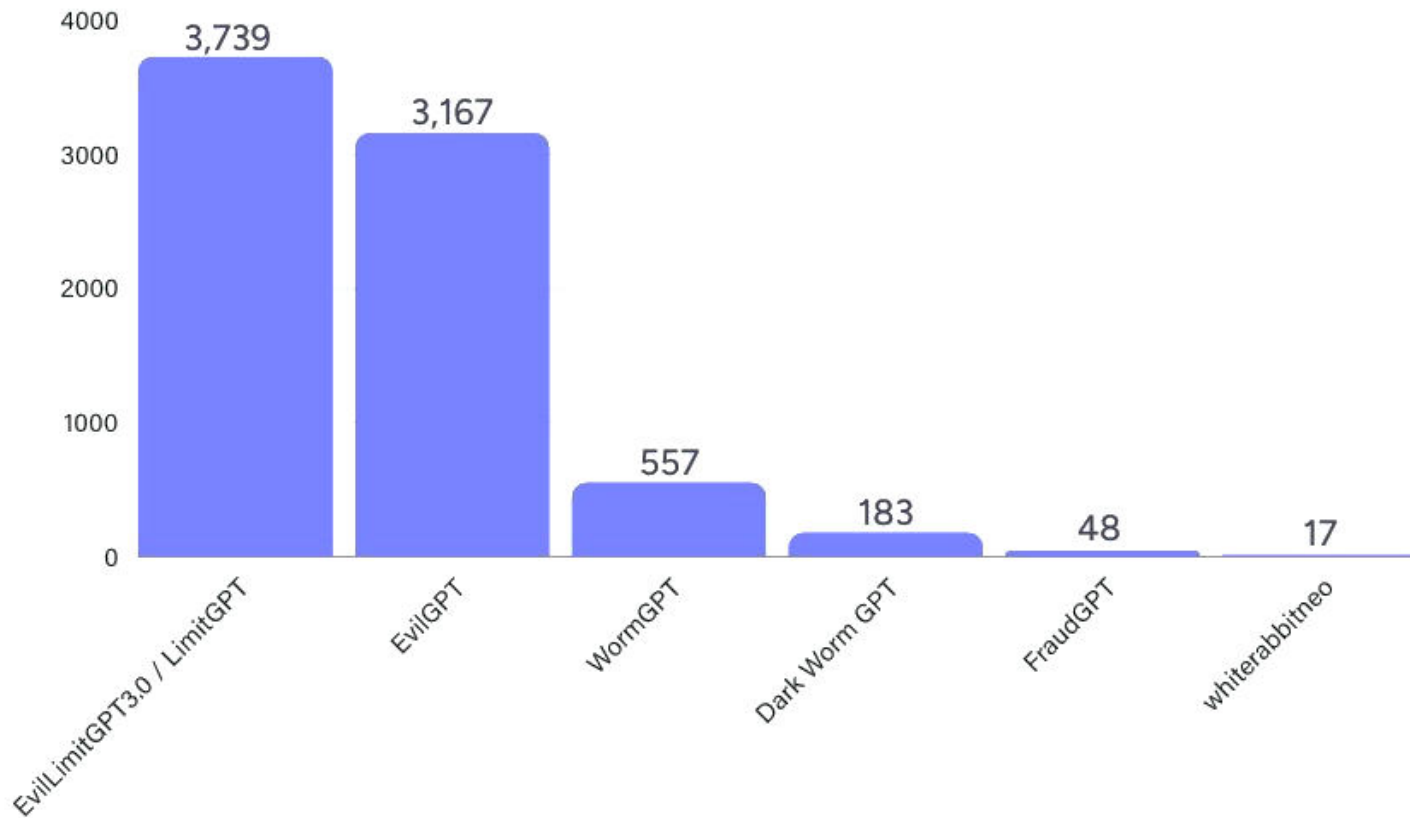


Knowing Their Behaviors Increase Risk to the Organization

Gartner

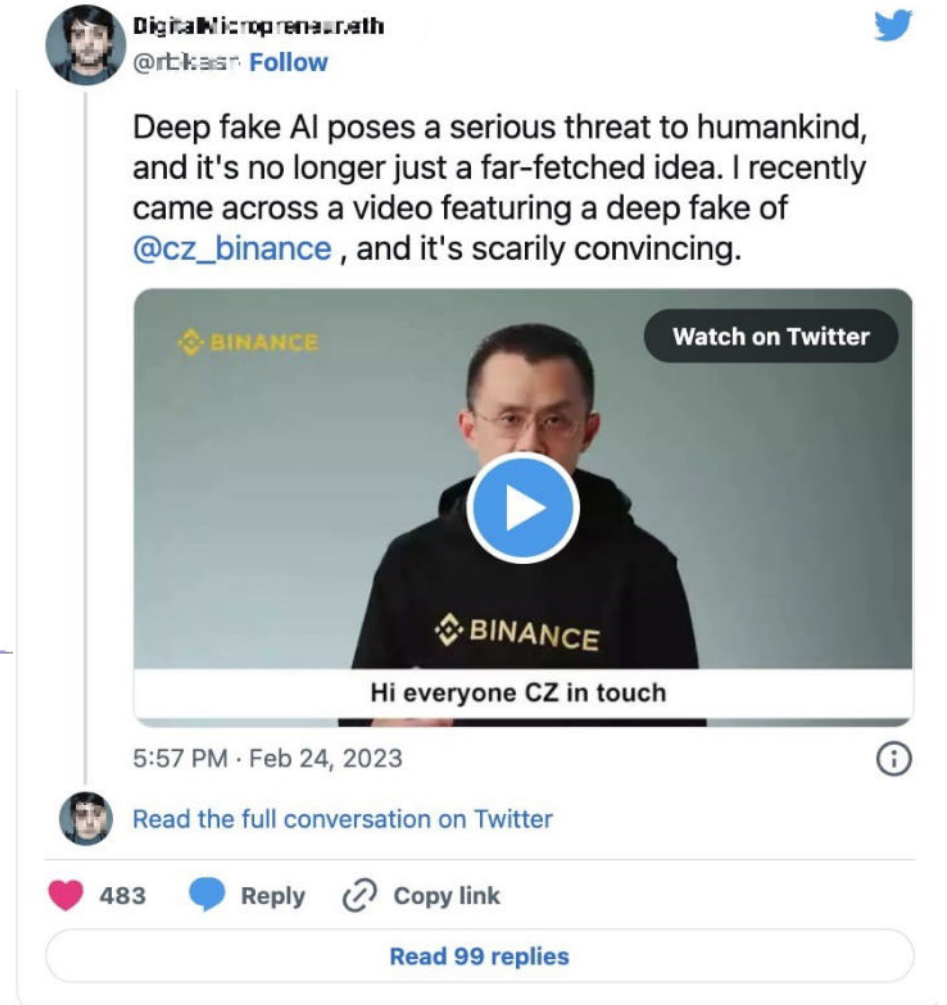
Cybercriminals Are Now Using GenAI

Top Observed Malicious LLMs



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Human risk management platform (SaaS)



DigitalMicropreneur.eth @rtkasin [Follow](#)

Deep fake AI poses a serious threat to humankind, and it's no longer just a far-fetched idea. I recently came across a video featuring a deep fake of [@cz_binance](#), and it's scarily convincing.

[Watch on Twitter](#)

Hi everyone CZ in touch

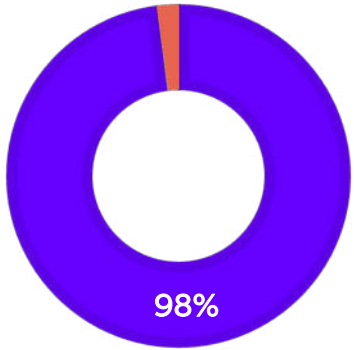
5:57 PM · Feb 24, 2023

[Read the full conversation on Twitter](#)

483 [Reply](#) [Copy link](#)

[Read 99 replies](#)

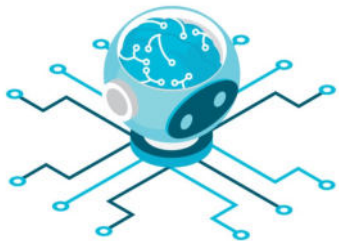
New Weapon: Engaging Content



98% of cyber-attacks involve engaging content (incl. Deepfakes)

3.4B

phishing emails each day

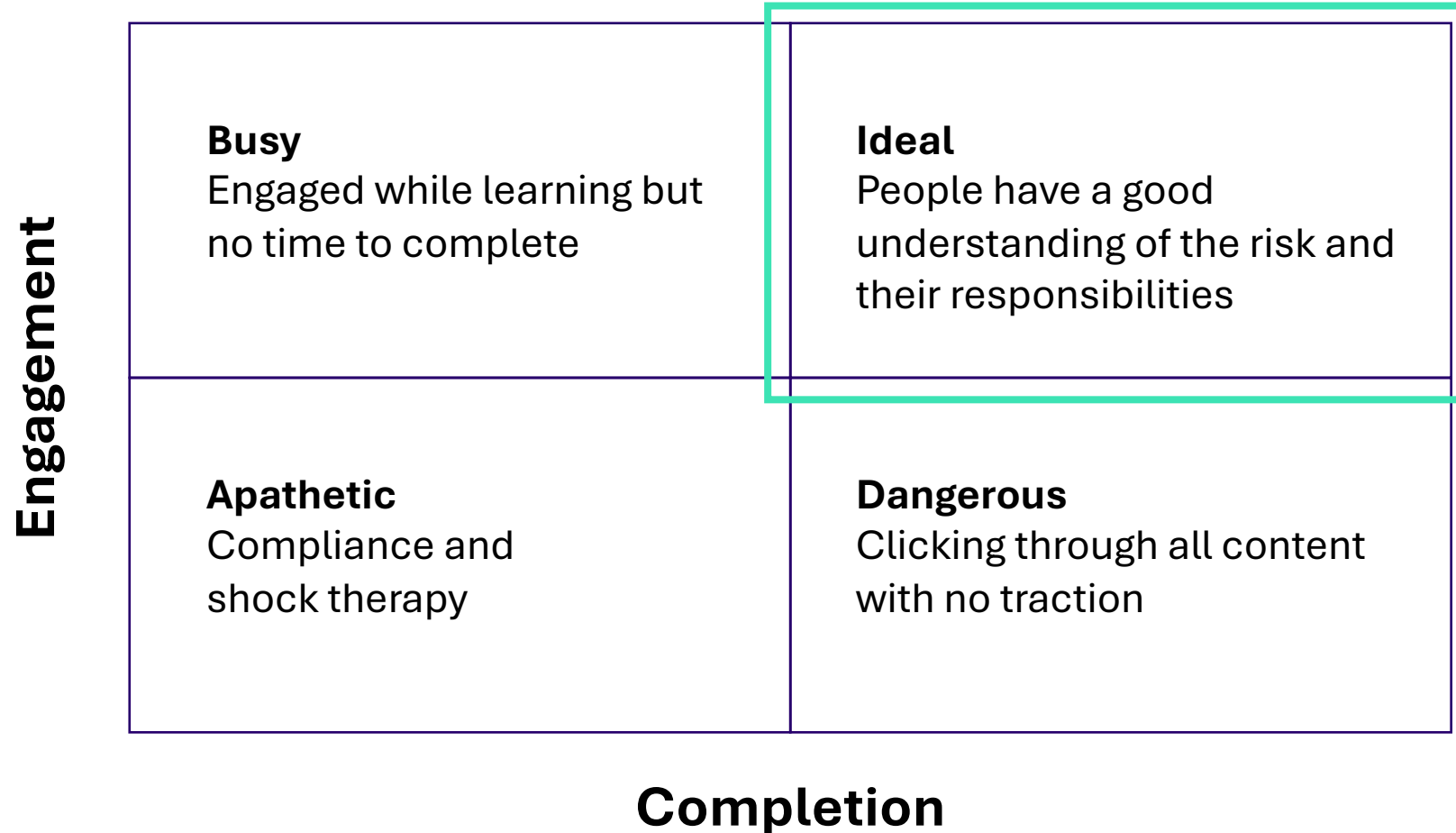


GenAI accelerates the creation of personalised, engaging content for phishing and other social engineering attacks



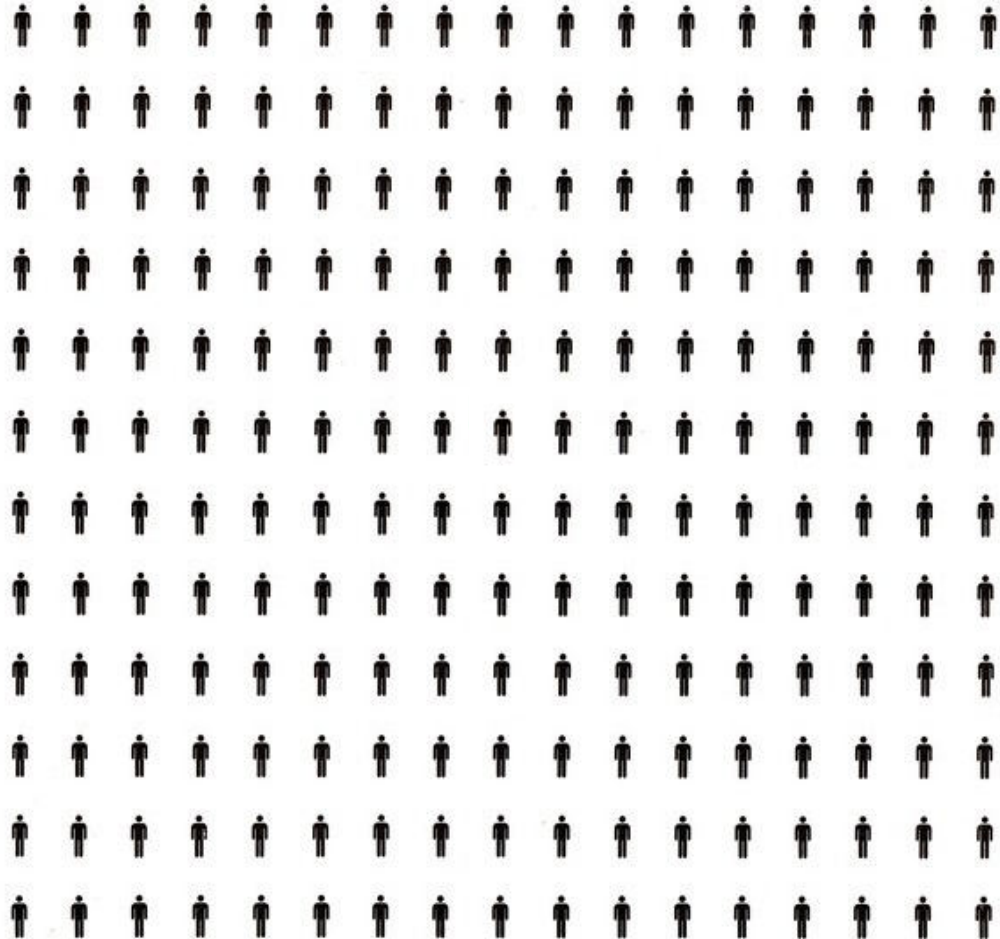
@Copyright CSO, Grant Gross | 14 June, 2024

Training Completion ≠ Engagement



Just Training Completion

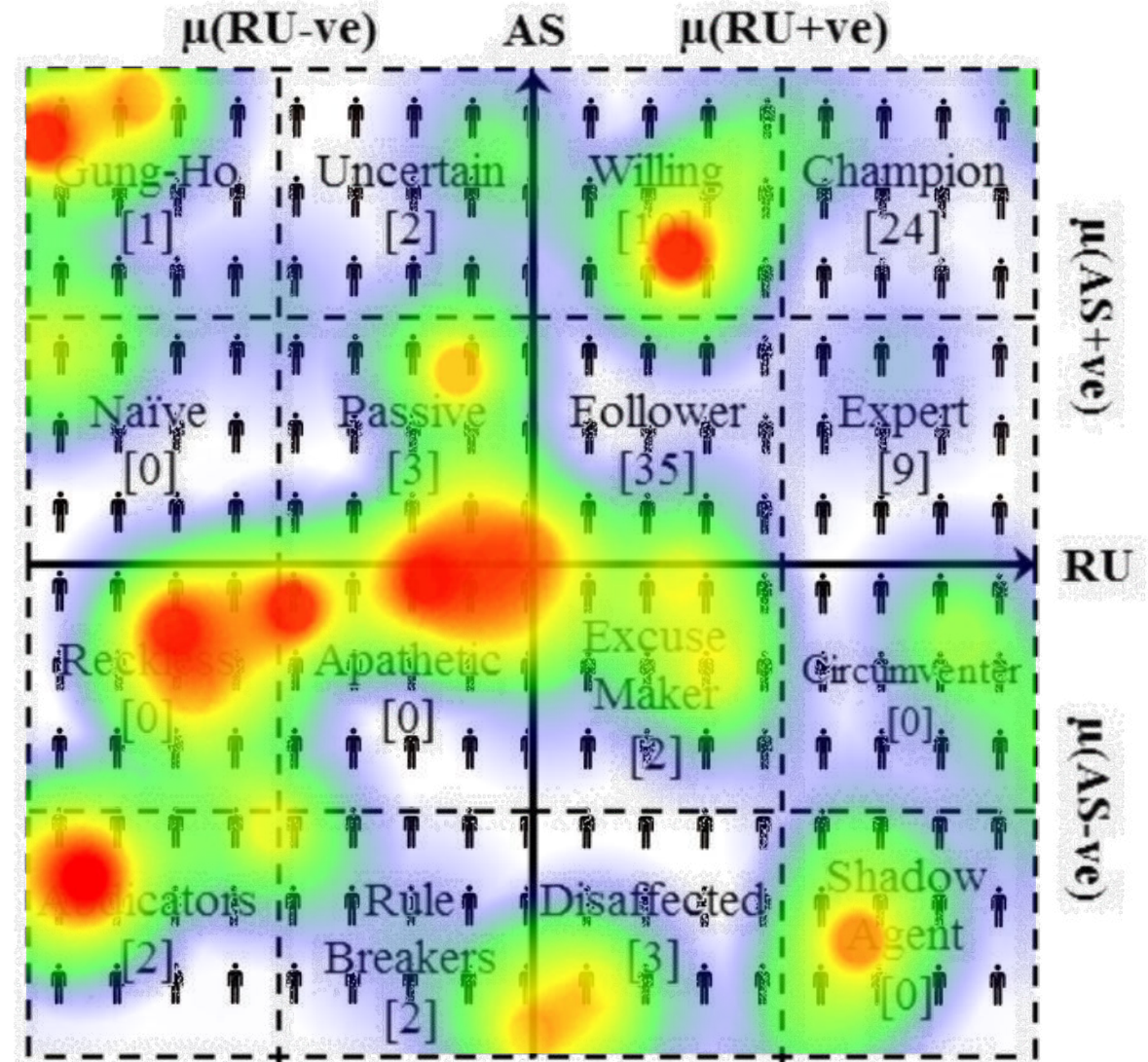
Completion Score %
Knowledge Score %
Compliance Check-Box



Engage, Listen & Understand Users

Start understanding the individual – their unique Human Risk Portrait (HRP), through:

- Human risk insights
- Human risk exposure
- Psychographic segment

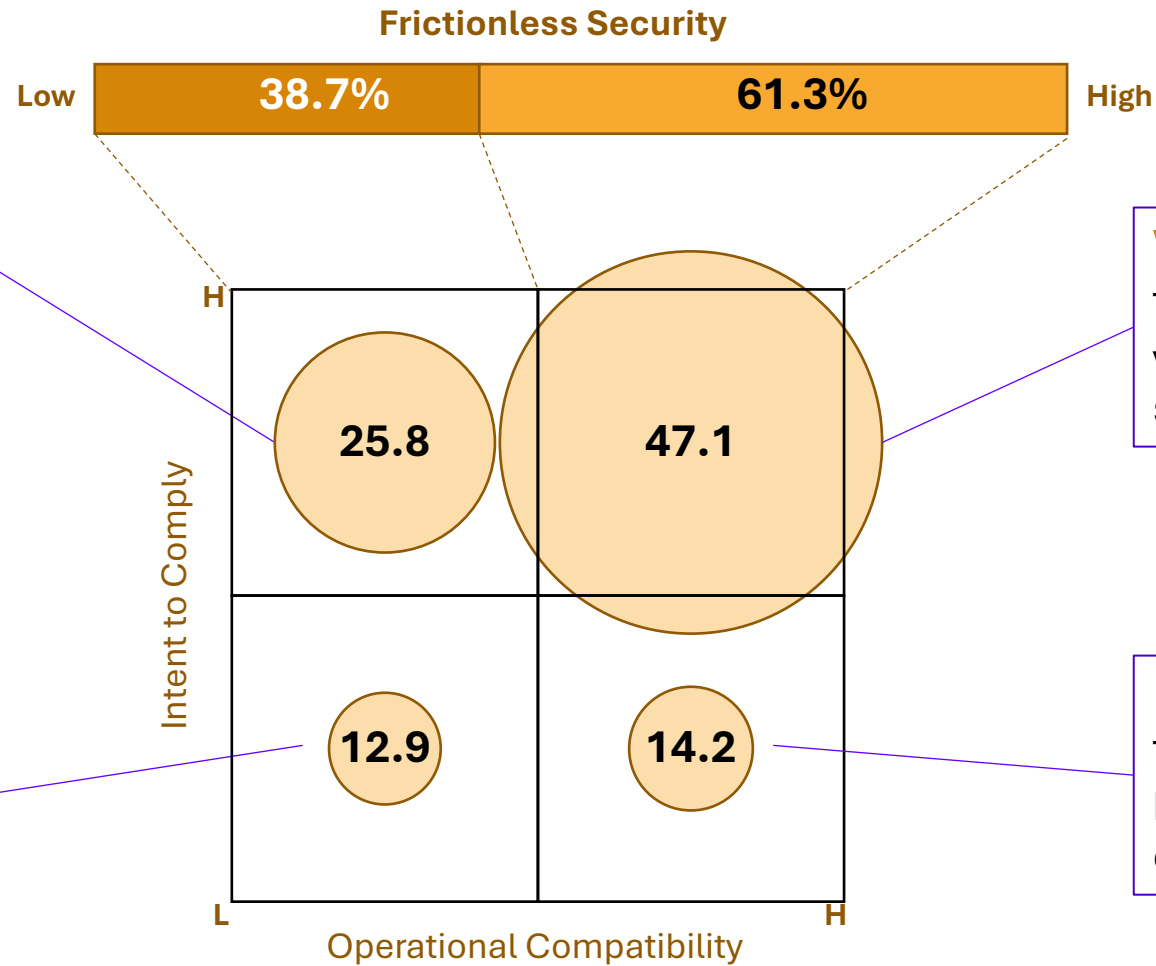


Human Risk Insights -> Engagement Actions



Can't Do It
The users in this quadrant intend to behave securely but report it will cause a loss in productivity.

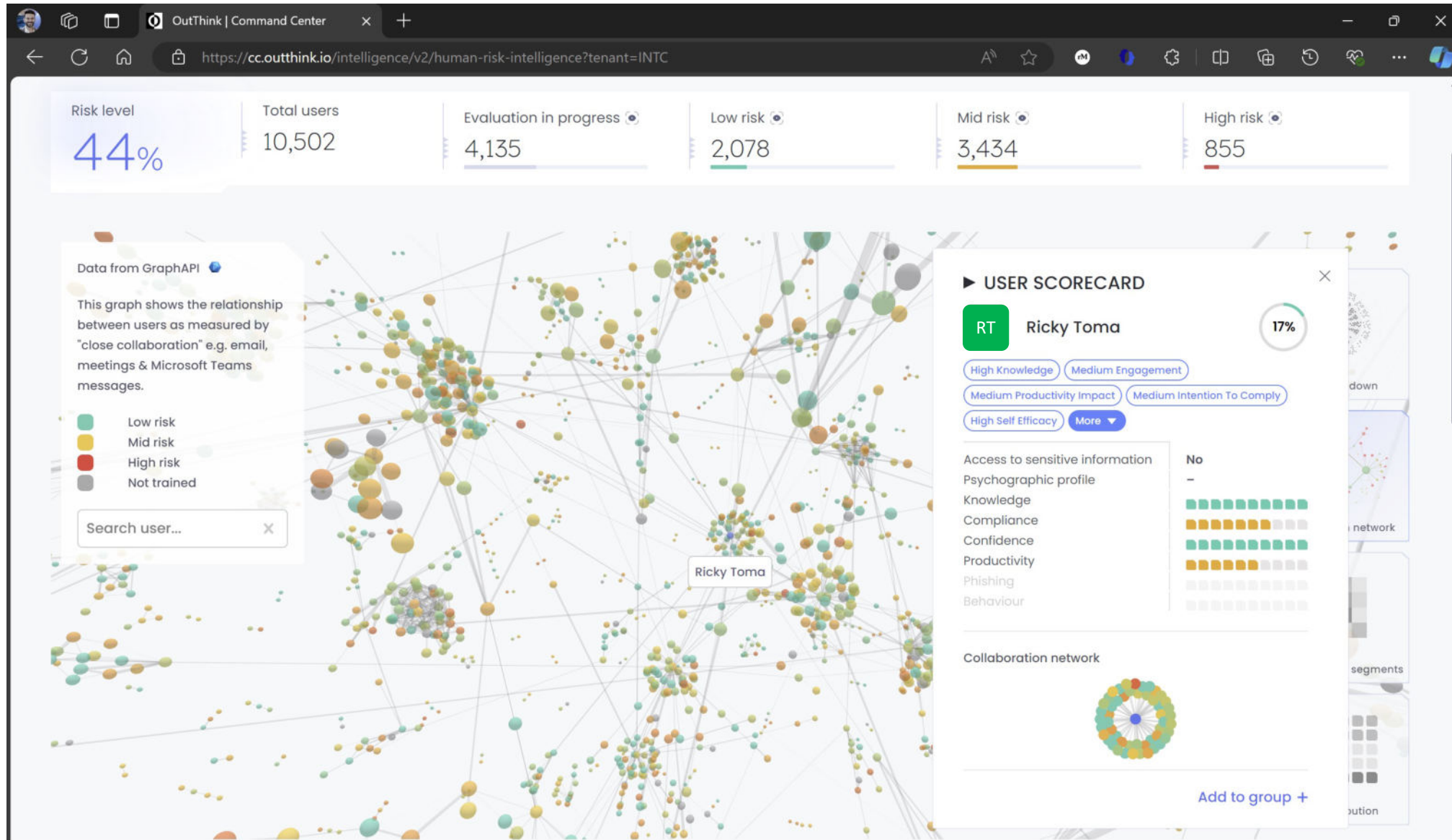
Won't Do It
These users constantly circumvent security in order to get their jobs done. And they're fine with it.



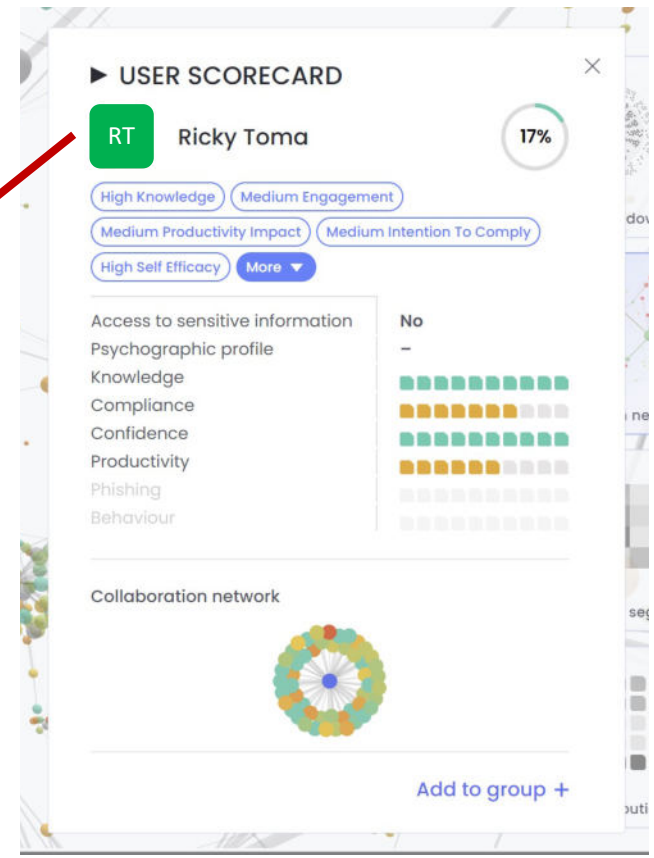
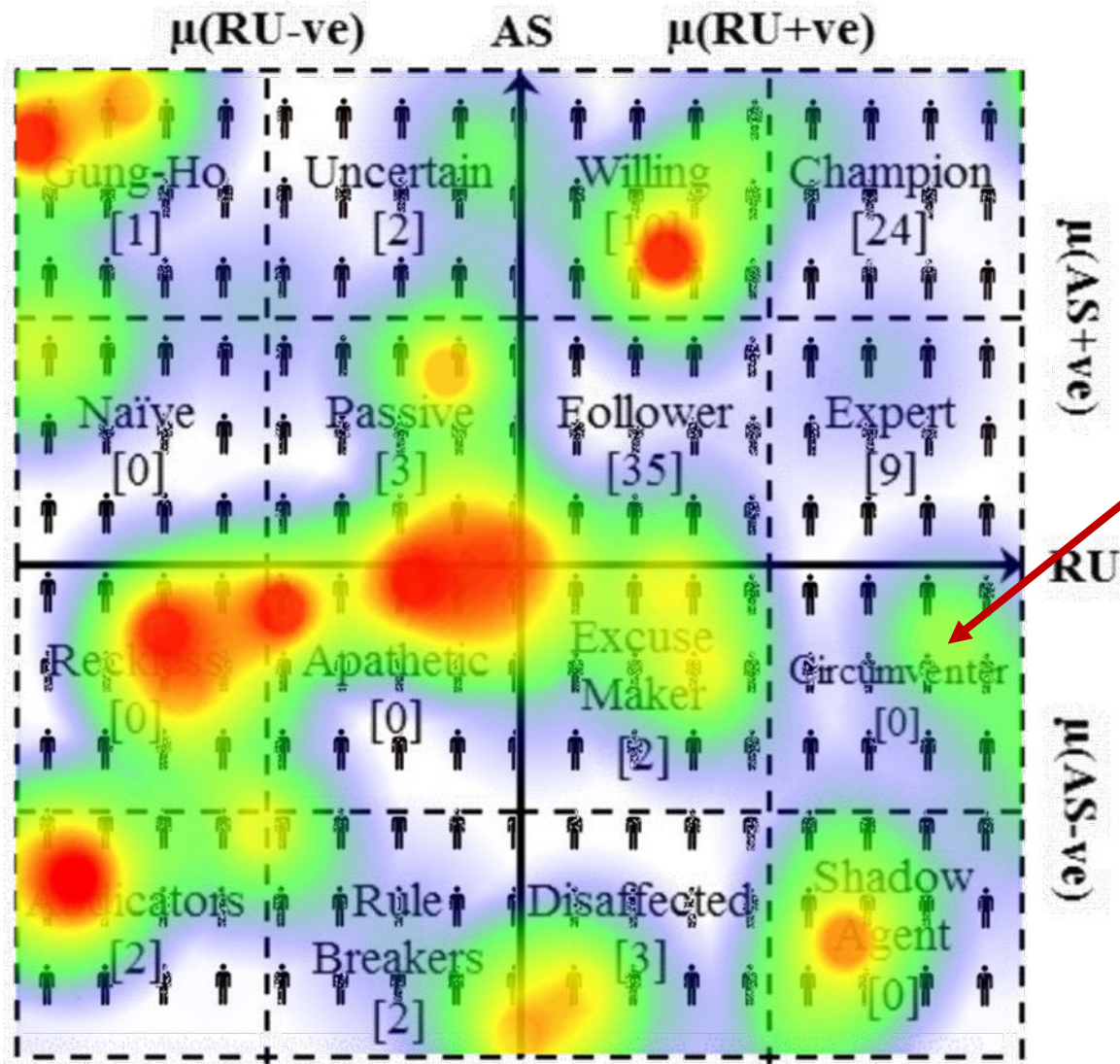
Will Do It
The users understand the value and will behave securely.

Might Do It
These users are able to behave securely but currently are unmotivated.

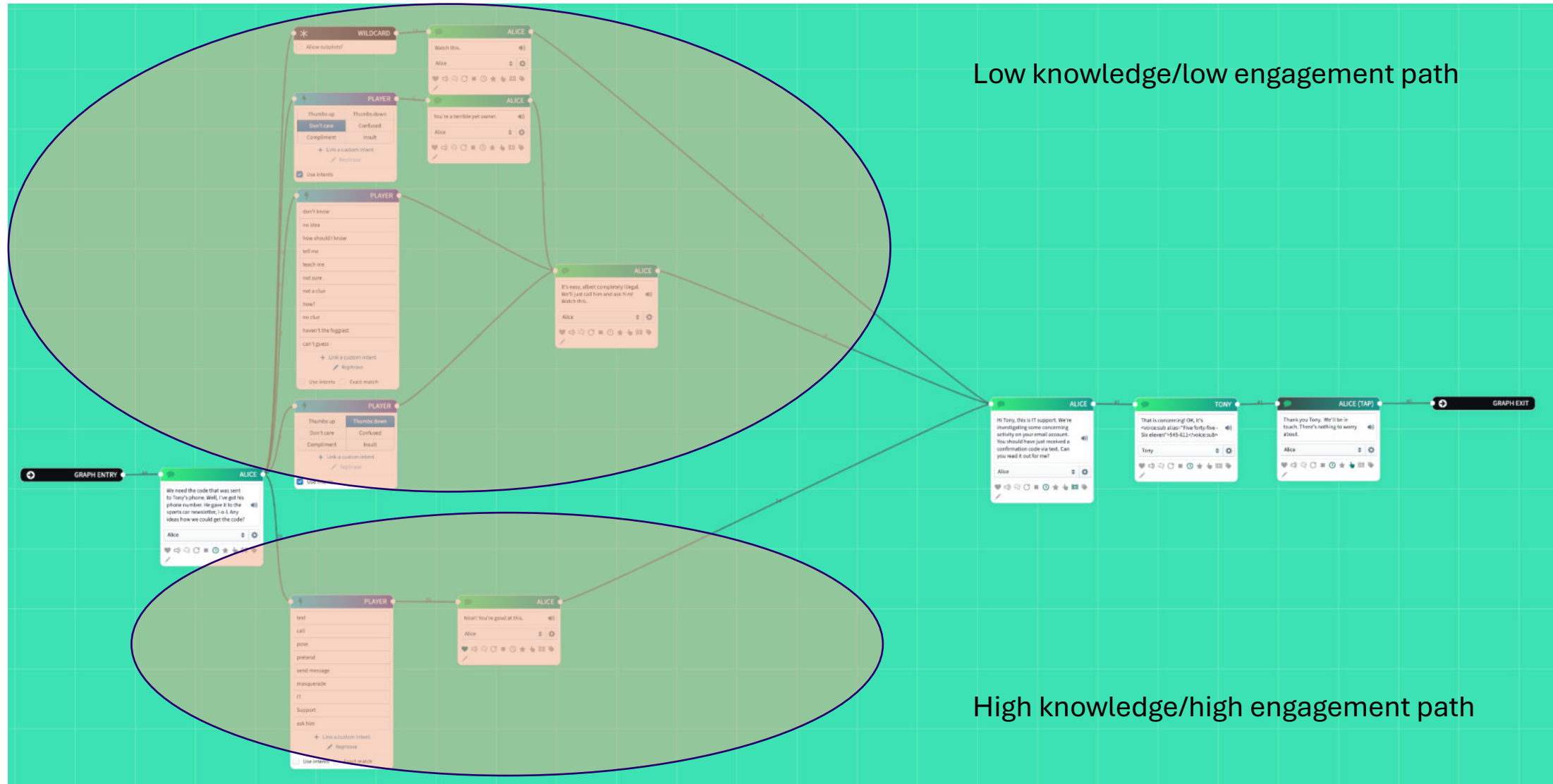
Human Risk Portraits (HRP)



Human Risk Portraits (HRP)



HRP -> Engage Users With Adaptive Training



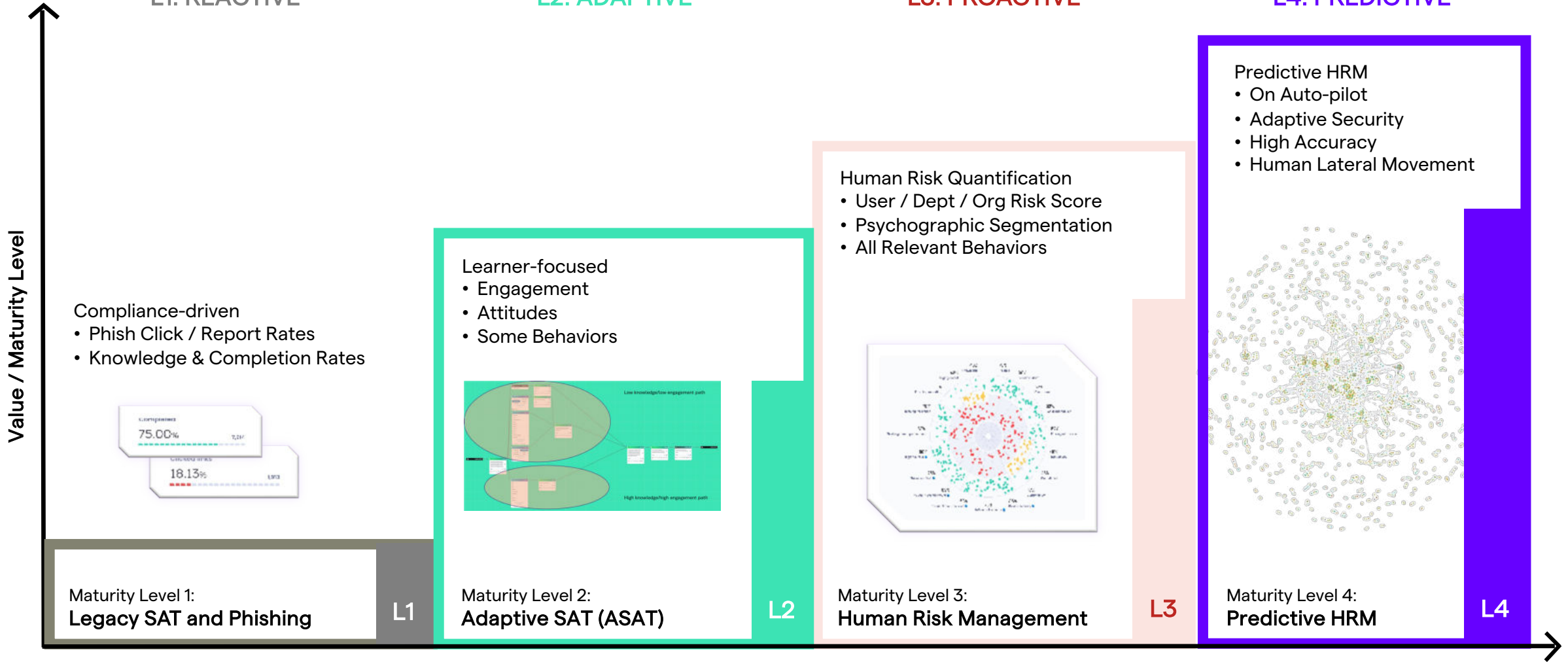
Maturity Levels – It's a Journey

L1. REACTIVE

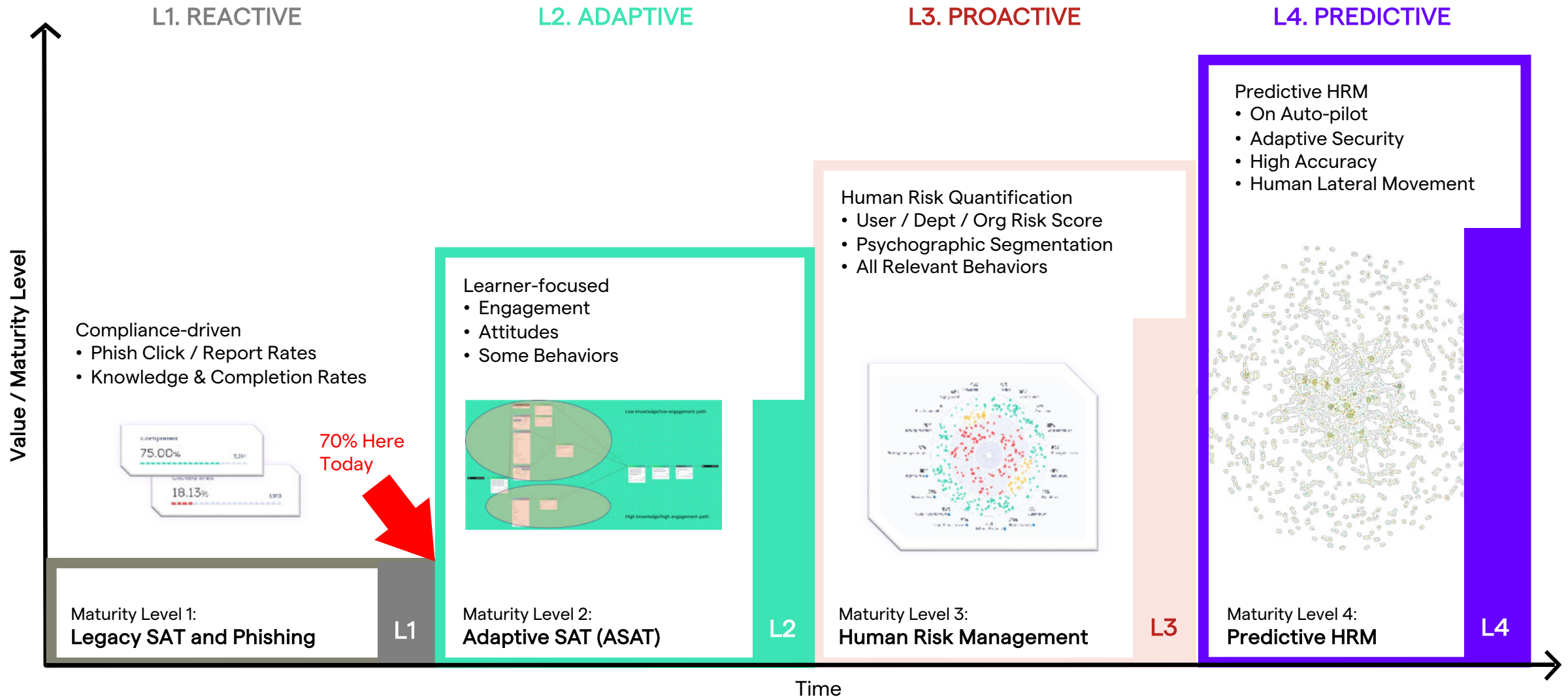
L2. ADAPTIVE

L3. PROACTIVE

L4. PREDICTIVE



Maturity Levels – It's a Journey



10 Years, CHRM, Different Approach

Forbes

FORBES > INNOVATION > CYBERSECURITY

EDITORS' PICK

FTSE 100 And Fortune 500 Businesses Join Forces To Tackle The Human-Centered Security Problem

Davey Winder Senior Contributor @
Veteran cybersecurity and tech analyst, journalist, hacker, author

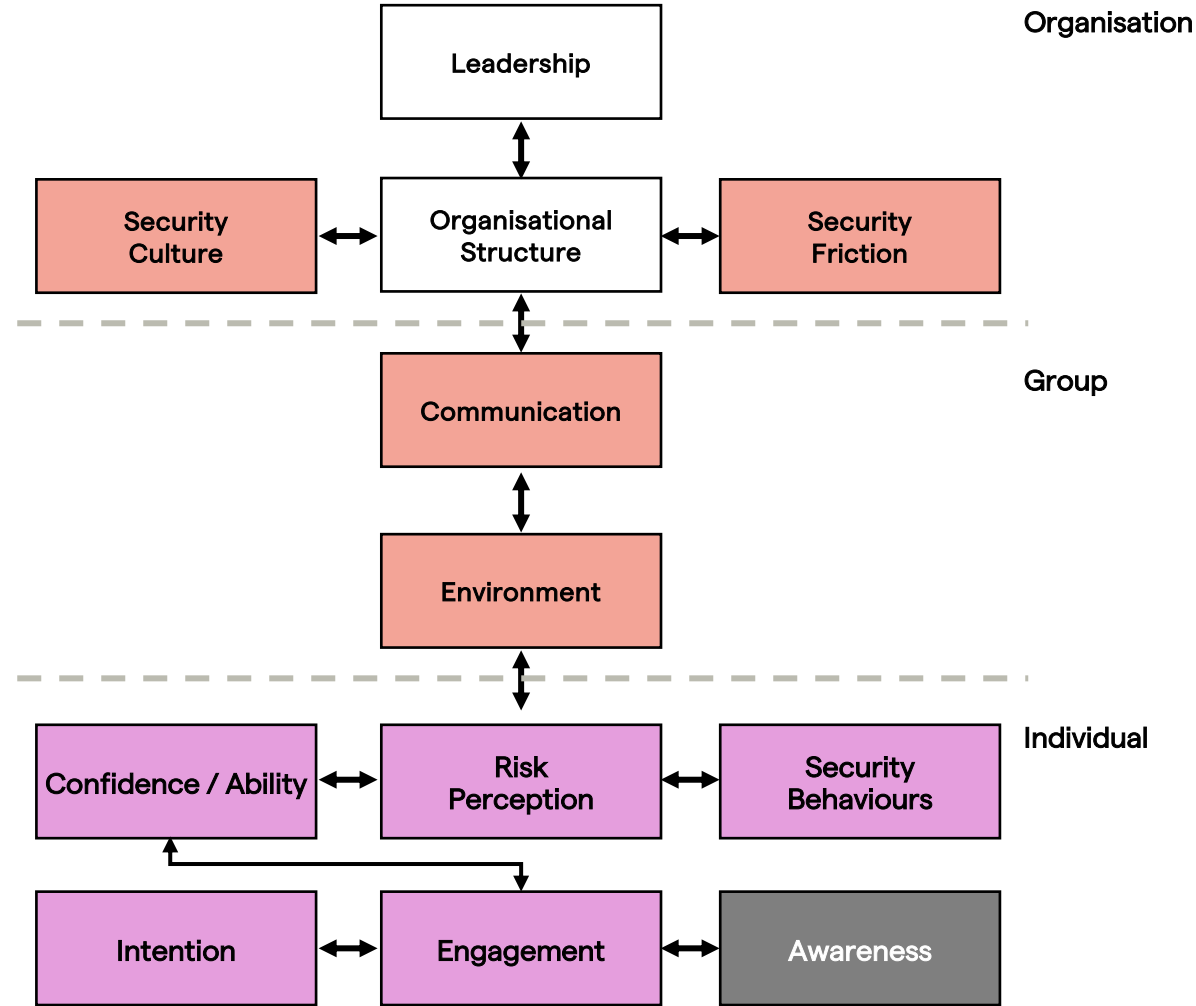
Feb 21, 2020, 08:13am EST

"I'm keen to work on the project with OutThink and other security practitioners to design a solution that works for both the business and the employee."

- Head of Security Awareness, Vodafone Group

5 CISOs
7 Professors / PhDs
8 Investors / VCs
50-Person Team

+100m Data Points
+4m Learners
+80 Countries
6,117 Campaigns



OutThink Ratings Overview
4.9 ★★★★★ 46 Ratings (All Time)

Gartner FORRESTER



“ OutThink gave us more in 6 months than we were able to achieve with our previous solution in 3 years.”

Benoit Harman
Group CISO
VINCI
(280,000 employees)



Gartner Peer Insights.

OutThink

Security Awareness Computer-Based Training

4.9 ★★★★★

46 Ratings > [Submit a review >](#)

★★★★★ Reviewed March 24, 2024

"Original, modern, advanced and easy to use SAT..." [\(read more\)](#)

★★★★★ Reviewed March 22, 2024

"Very a good phishing simulation product with a clear vision..." [\(read more\)](#)

★★★★★ Reviewed October 13, 2023

"Revolutionary and innovative approach!..." [\(read more\)](#)

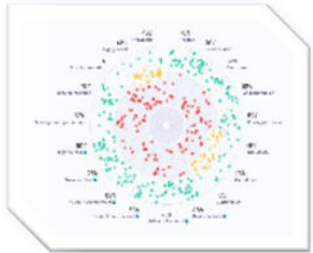
★★★★★ Reviewed August 17, 2023

"Exceptional SAT Platform - A Game Changer! ..." [\(read more\)](#)

Thank You!

Maturity Journey

- Human Risk Quantification
- Individual Risk Score
 - Dept / Organization Risk Score
 - Psychographic Segmentation
 - Actual Behaviors



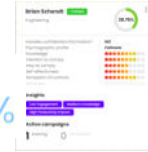
Maturity Level 3:
Human Risk Management
World class, 10% of security teams

L3

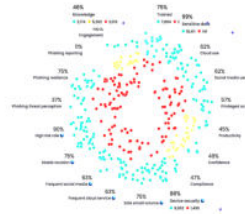
Measure Human Risk



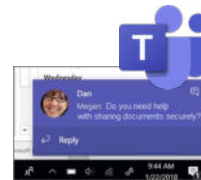
65%



Understand Human Risk



Manage Human Risk



- Adaptive SAT via Teams, Slack, Email
- Changes to processes, tools, environment

Maturity Journey

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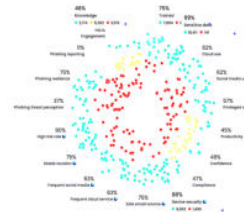
Measure Human Risk



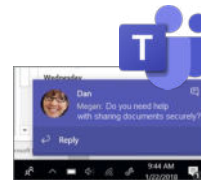
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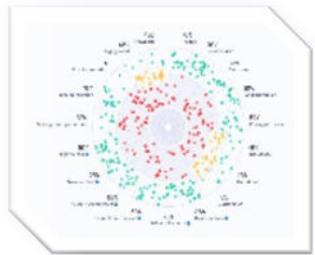


Who People Are



Maturity Journey

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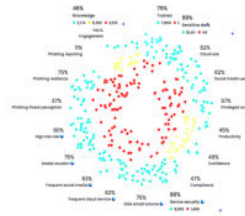
Measure Human Risk



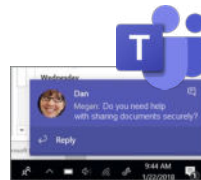
65%



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What People Think (Attitudes)

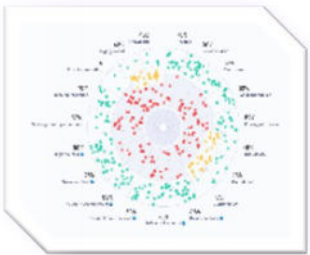


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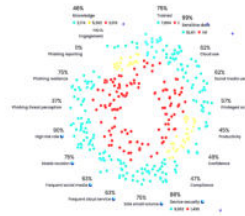
Measure Human Risk



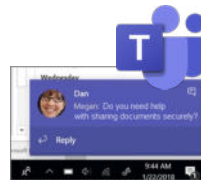
65%



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Manage Human Risk



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How People Behave



What People Think (Attitudes)

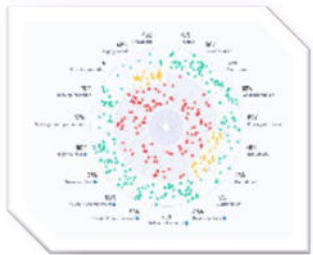


Who People Are



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L3

Measure Human Risk



Understand Human Risk

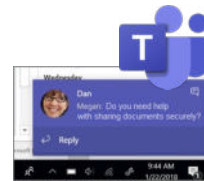
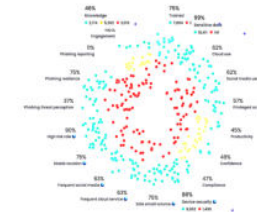


Manage Human Risk



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- Changes to processes, tools, environment

65%



How People Behave



What People Think (Attitudes)



Who People Are

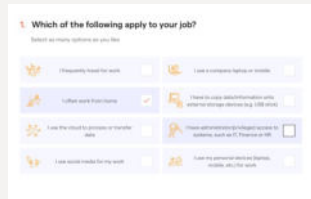


Human Risk Management Platform



Adaptive Security Awareness Training

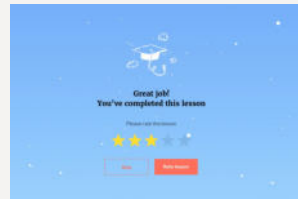
Self-Customization



Dynamic Allocation



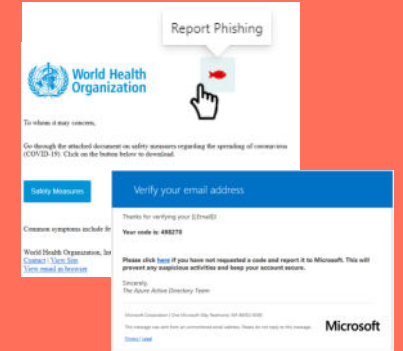
Learner Contributions / Human Sensors



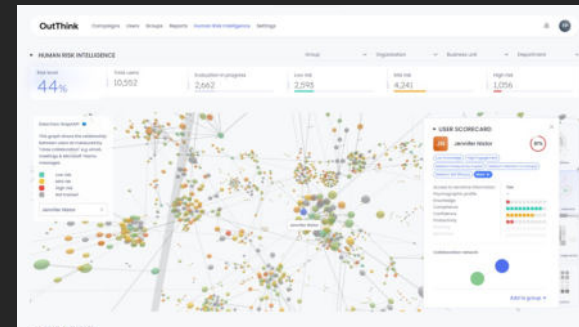
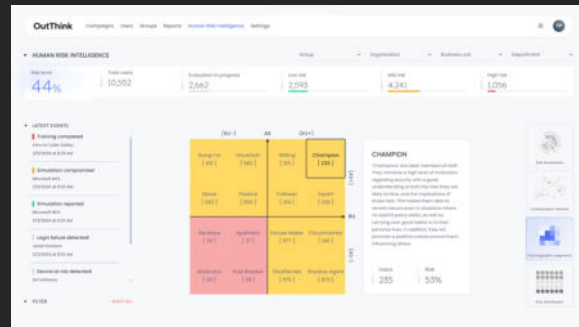
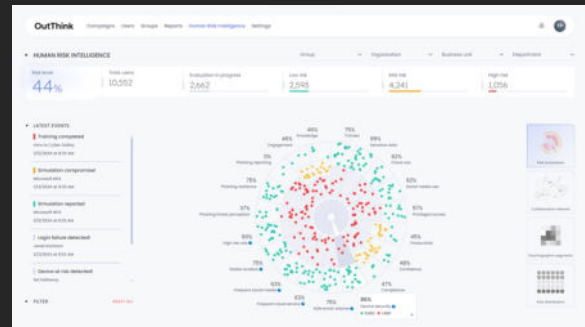
Nudges



AI-Powered Phishing



Human Risk Intelligence



Attitudes



FUP Targeted Training



Security Integrations



Behaviors

