



**AFRICA CYBER SECURITY
CULTURE CONFERENCE**

Perry Carpenter
Random Thoughts on Security Culture

@perrycarpenter

KnowBe4
Human error. Conquered.

The background features several overlapping circles with a wood grain texture. The circles are in shades of brown, tan, and red, set against a dark blue background. The circles are slightly out of focus, creating a bokeh effect.

Hello!

I am Perry Carpenter.

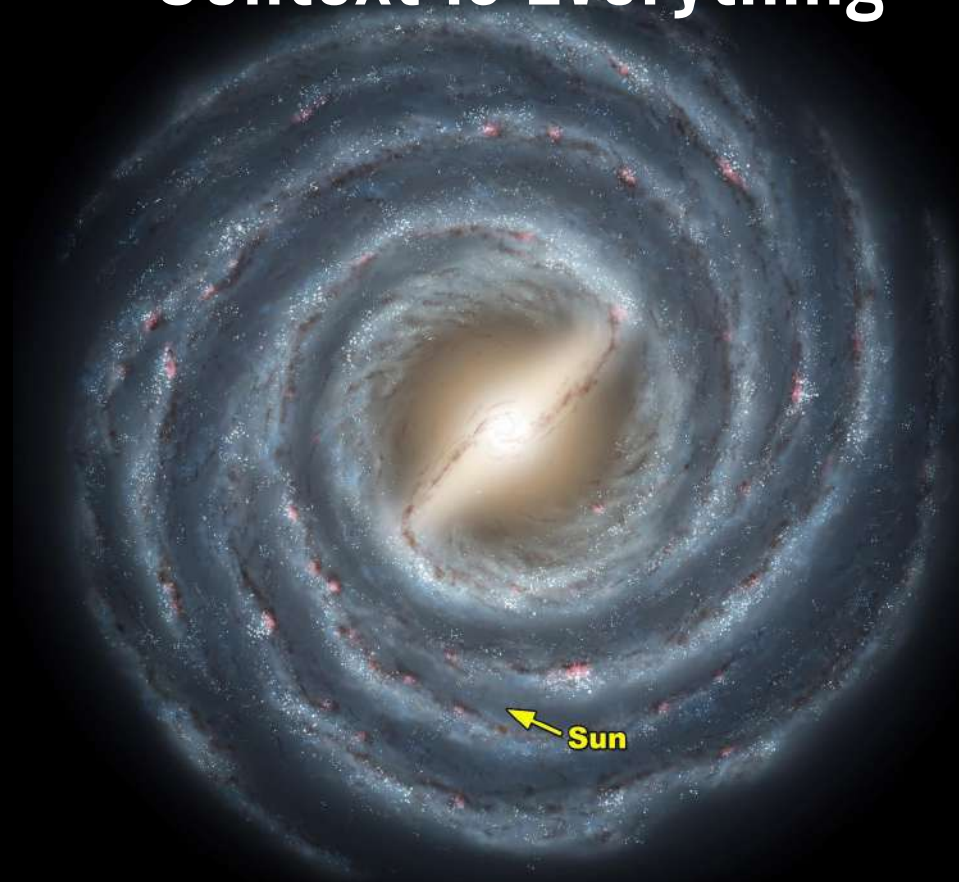
I am here because I love to give presentations.

You can find me at @perrycarpenter

A security culture lives and breathes within every organization.

The question is how **strong, intentional** and **sustainable** is your security culture. And **what do you need to do about it?**

Context is Everything





**Size of Your
Security
Team**

**Size of Your
Organization**

The Critical **Culture** Question

How can this?



Influence this?



... in an effective
and sustainable
manner

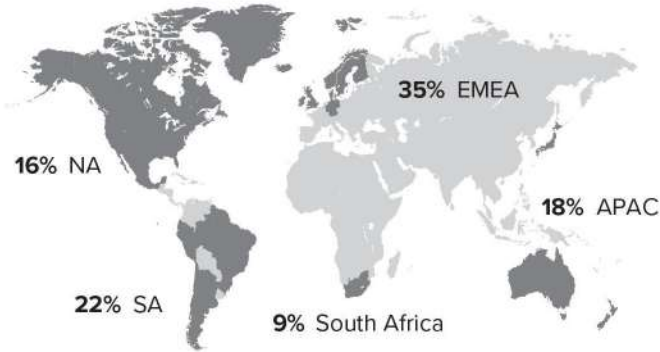
Security **Culture Study** Overview

Forrester Consulting conducted a study commissioned by KnowBe4 on global organizations' understanding and implementation of a strong security culture.

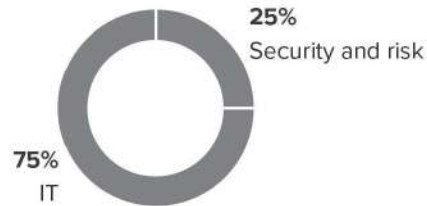
In this study, Forrester interviewed 1,161 security leaders at global enterprises in the US, Canada, the UK, Germany, Australia, New Zealand, Japan, Brazil, Mexico, Chile, Argentina, Peru, South Africa, and the Benelux, Nordic regions to evaluate their current security culture initiatives. Survey participants included decision makers in IT, security, or risk. The study began in November 2019 and was completed in December 2019.

Demographics

GEOGRAPHY



DEPARTMENT



RESPONDENT LEVEL



COMPANY REVENUE

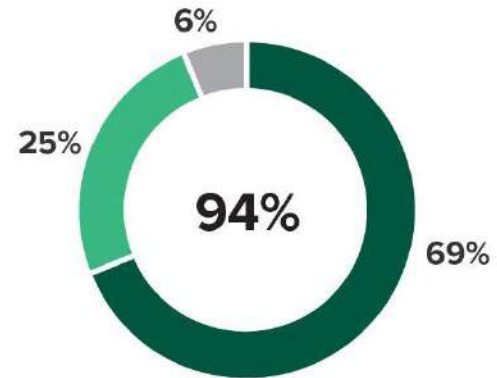


Base: 1,161 global enterprise security or risk managers that influence their organizations' security policies
Source: A commissioned study conducted by Forrester Consulting on behalf of KnowBe4, December 2019

Organizations
believe **security
culture** is important
for success

“How important do you believe security culture is to your overall organization?”

- Very important
- Important
- Other



Base: 1,161 global enterprise security or risk managers who influence their organizations' security policies
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Most Security Culture Initiatives are Driven by Worthy Causes

“Which of the following would you consider a top driver of your organization’s security culture initiative?”

49% We believe security culture is essential to a successful business.

43% Having a good security culture builds integrity.

41% We want our customers to feel secure.

37% We need a better way to ensure security of company and customer data.

33% We want our employees to feel secure.

30% We need to comply with regulations.

25% We want to differentiate ourselves from our competitors.

23% We have observed many breaches in the news, and we don’t want to be next.

18% We experienced a security breach.

Base: 1,161 global enterprise security or risk managers who influence their organizations’ security policies
Source: A commissioned study conducted by Forrester Consulting on behalf of KnowBe4, December 2019



Business benefits are the top motivations for building a strong security culture.

However, culture remains highly undefined



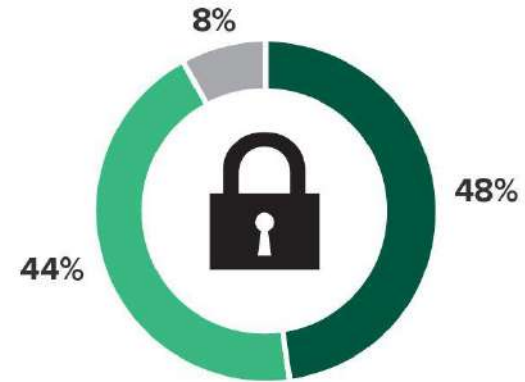
Base: 784 global enterprise security or risk managers that influence their organizations security policies

Source: A commissioned study conducted by Forrester Consulting on behalf of KnowBe4, December 2019

Organizations are confident in their **security culture**

“To what extent do you feel security culture is currently embedded in your organization?”

- Extremely embedded
- Embedded
- Other



Base: 1,161 global enterprise security or risk managers who influence their organizations' security policies
Source: A commissioned study conducted by Forrester Consulting on behalf of KnowBe4, December 2019

Organizations are overconfident in their security culture

This indicates overconfidence

In ability to prevent a breach

90%

Confident in their organization's ability
to prevent a data breach

72%

Reported that their organization had
security incident in the last 12 months

The data suggests a disconnect between
organization's perceptions and actual
capabilities

Security leaders see **employees** as their **greatest opportunity...**

...and their **greatest challenge**

Security Leaders' Top Goals

“Which of the following do you consider pivotal to achieve a good security culture?”



Employees who are aware of their cybersecurity responsibilities (59%)



Security behaviors and practices that are naturally adopted throughout the organization (58%)



A security policy that's being followed by the organization (57%)

Security Leaders' Top Challenges

“What security attitudes would you consider to be the most difficult to shift in your organization?”



Employees don't view security as their responsibility (36%)



Employees don't take the time to get smart on our security policies (37%)



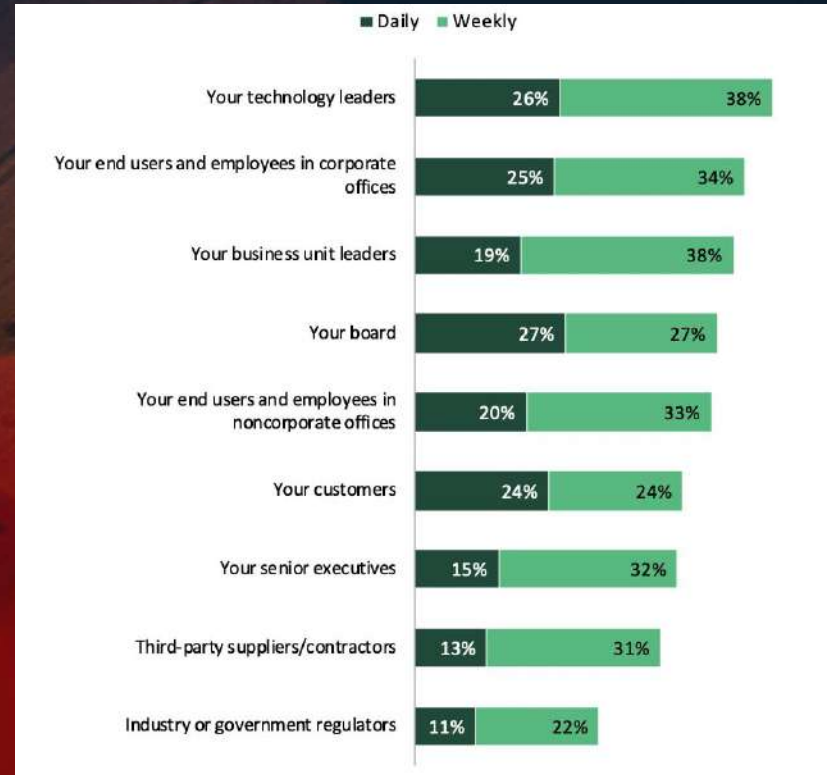
Employees feel like security impedes on their productivity (39%)

Base: 1,161 global enterprise security or risk managers who influence their organizations' security policies

Source: A commissioned study conducted by Forrester Consulting on behalf of KnowBe4, December 2019

“How frequently do you engage with the following stakeholder groups on the topic of security?”

Security is still seen as an IT issue, not a business initiative



Security leaders instill culture to create stronger customer relationships

“What external business benefits do you anticipate if your company successfully builds a good security culture?”

(Select all that apply.)

63% Increase in customer trust

51% Increase in brand value

49% Increased employee productivity

49% Reduced employee risk

47% Increased customer retention

43% Cost savings

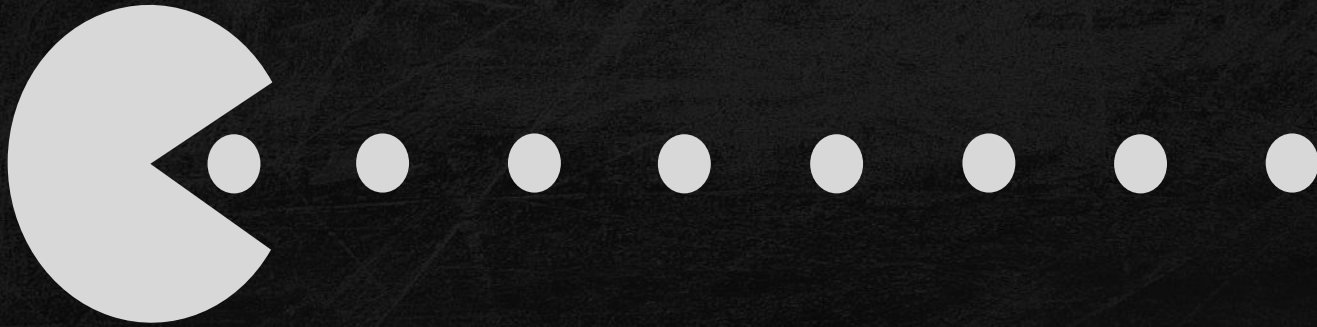
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Source: A commissioned study conducted by Forrester Consulting on behalf of KnowBe4, December 2019

An overused, but still true, quote...

"Culture eats strategy for breakfast."

— Peter Drucker, Management Consultant,
Educator and Author



The background features several overlapping wooden discs, possibly from a record player, set against a dark blue to red gradient. The discs are arranged in a way that creates a sense of depth and movement. The text is overlaid on this background.

“You get the culture that you ignore.”

—*Culture Rules!* by John R. Childress,
Management Consultant

Do you know
where you
are going
and the best
path to get
there?



The background features several overlapping circles in various shades of blue, orange, and red, creating a bokeh effect. The circles are semi-transparent and layered, with some appearing in the foreground and others in the background. The overall color palette is warm and vibrant.

Thank You!