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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