

The Three SMEs of Cyber Security

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Not all SMEs are created equal



Management importance

Traditional approach to management:

- **FEAR**
- **UNCERTAINTY**
- **DOUBT**

Perhaps attitudes should also include:

- **CONFIDENCE BUILDING**
- **OPPORTUNITIES**
- **OPERATIONAL COHESION**
- **LEADERSHIP**





Management importance

Traditional approach to management:

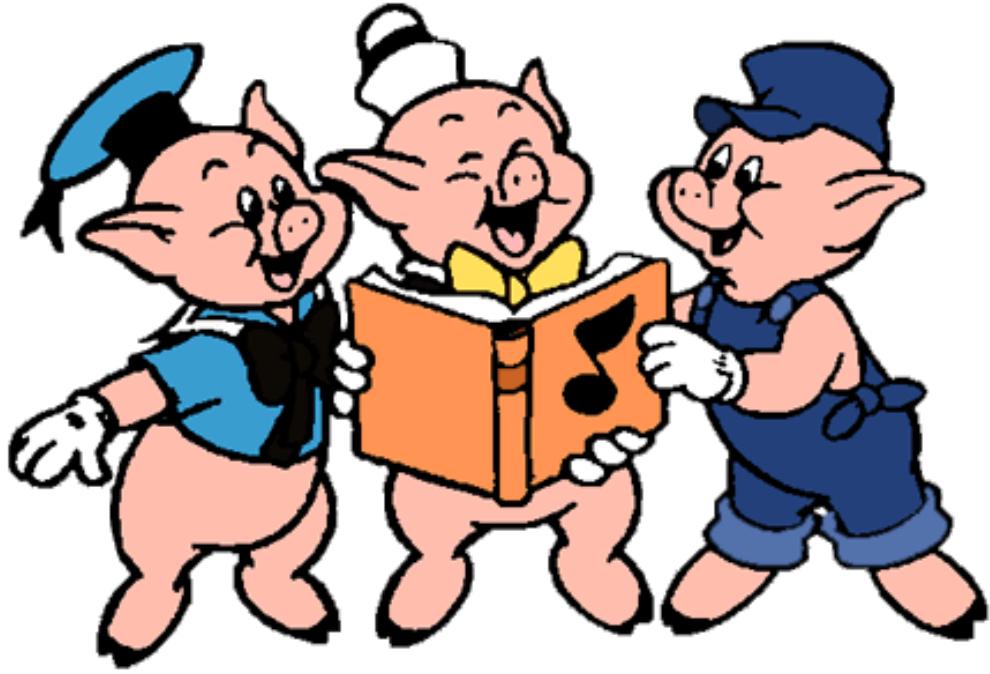
- **F**EAR
- **U**NCERTAINTY
- **D**OUBT

Perhaps attitudes should also include:

- **C**ONFIDENCE BUILDING
- **O**PPORTUNITIES
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Reducing perceptions of risk

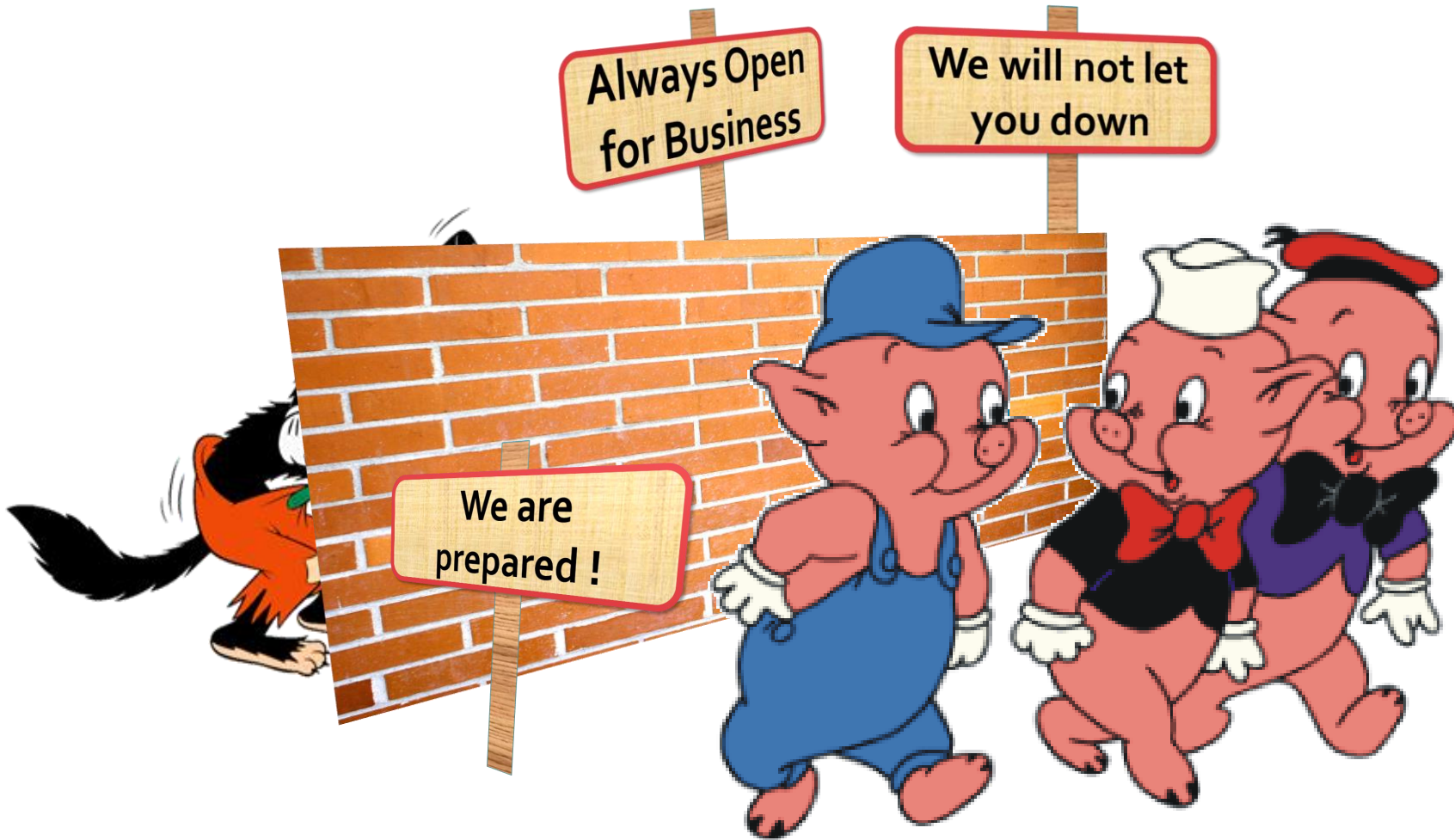


Get solid advice from experts

And acting on it

Buy-in from staff is essential

There are benefits in contingency planning



“We are glad that we have you as a business partner!”



And always
have a
back-up
plan



An organisation is not defined by what happens to it.....

but rather by how it reacts



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