

CYBER CRISIS MANAGEMENT

PREPARATION RESPONSE RESTORATION



2022

IT'S NOT A MATTER OF IF

1,001

is the number of data breaches in the U.S. with over 155.8 million individuals affected by data exposures.

<https://www.statista.com/statistics/273550/data-breaches-recorded-in-the-united-states-by-number-of-breaches-and-records-exposed/>

Throughout the life of an organization, there will be at least one dramatic, tragic, and even operationally threatening crisis that could affect the organization's existence. Whether the event is originated from executives, maintenance personnel, or external vendors, the extent of damage to an organization's reputation, share price, fundraising capabilities, employee morale, and the inability to obtain new customers and talent in the future can be devastating.

Waiting it out or scrambling to put together a triage team will leave you open to missing vital items to help control the fallout. Being prepared and equipped is paramount to your organization's survival.

When it comes to cyber security issues such as internal or external, intended or human errors, hacked devices, network breaches, denials of service, credit card data mishandled, proprietary information shared externally, or your entire website purposely brought down should be of concern to your organization. These issues are happening more frequently as we continue to become more connected and individuals continue to look for ways to take advantage of companies who are not on alert. .



Cyber Crime to cost \$10.5 trillion by 2025.

<https://cybersecurityventures.com/hackerpocalypse-cybercrime-report-2016/>

CEOs, CTOs, CIOs, Compliance Teams, and Corporate Boards are counting on the internal teams within a company to work together to respond effectively to a crisis. Forward-thinking organizations are bringing in additional external support to ensure nothing gets missed.

Stakeholders working together from IT, communications, legal, human resources, security, marketing, customer service, and other front-line business units and external consultants help ensure the organization can quickly and effectively work to resolve the potentially debilitating issue.

Delays in responding, communicating, and specific actions to resolve issues can impact the loss of profit and shares falling within the first day of a crisis.

Time is precious, and there is a cost due to not planning, not deploying, and failing to activate the right resources from the beginning, during, and after a crisis.



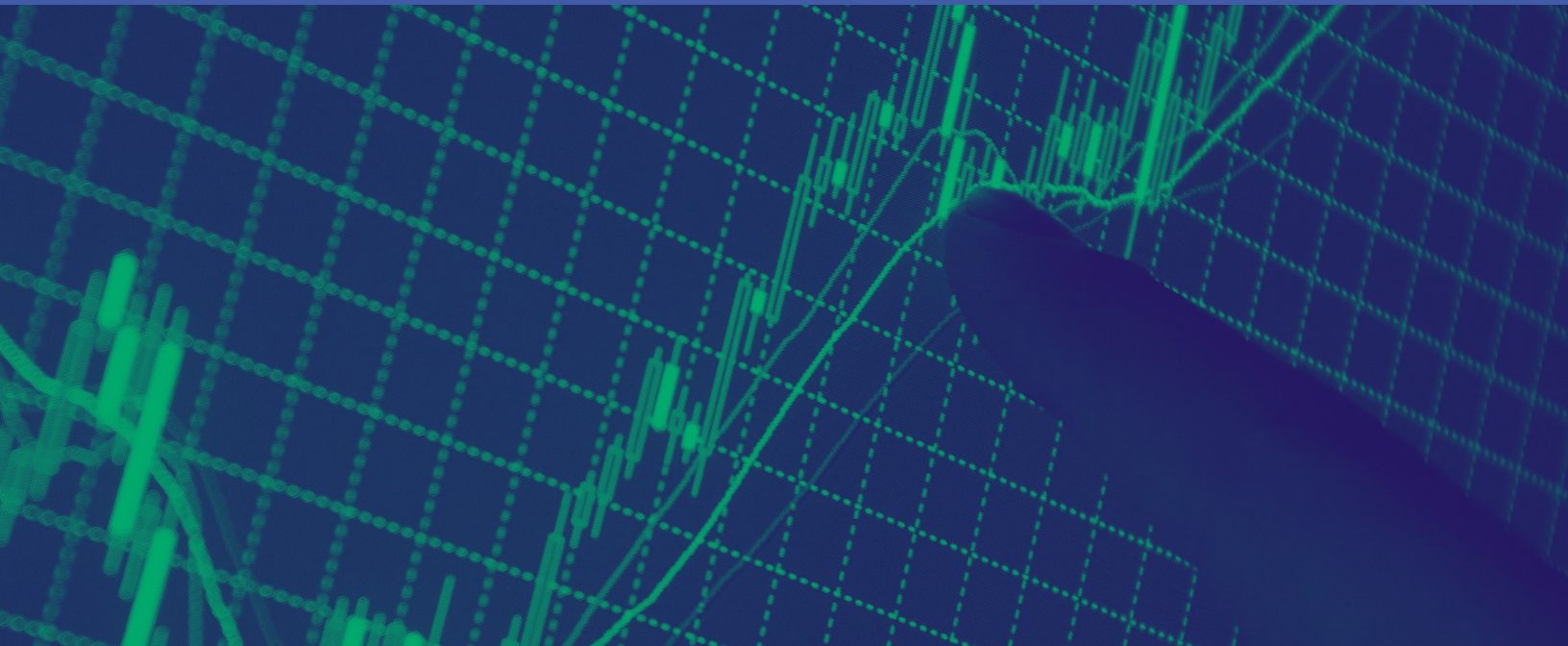
38% **Lost business**

www.ibm.com/security/data-breach

Lost business accounted for 38% of the financial costs of breaches per survey participants.

Business loss can be categorized by:

- **customer turnover,**
- **lost revenue due to downtime,**
- **and increased new customer acquisition due to diminished reputation.**



WIN WITH A STRATEGY...

Organizations want to win by believing they have all the necessary processes in place to prevent a cyber incident from occurring. However, the businesses that succeed are the ones who know they cannot predict everything but are continuously preparing and reviewing systems for most issues that will occur.

Above Promotions brings its cyber security, human factors, technology, storytelling, and crisis communications expertise to all of our client's strategies for successfully overcoming incidents. Our team can fully integrate with our clients and work towards a swift and positive outcome.

By focusing on preparation, response and restoration, your organization can win.

AND SWIFT EXECUTION.

The longer you take to effectively respond to an incident, the more:

- Control over the narrative you lose;
- Trust & credibility you destroy;
- Material impact you risk suffering.

You can review our three-prong strategy of Preparation, Response and Recovery we use to help our clients survive and thrive after a crisis.

Additionally, take our short quiz to see if your organization is Crisis Ready.



Cyberattacks are
**the fastest growing
crime in the U.S.,**
and they are
increasing in size,
sophistication
and cost.

<https://cybersecurityventures.com/hackerpocalypse-cybercrime-report-2016/>

Preparation

The cost to prepare for any organization is significantly less than the cost of being caught unprepared.

Being prepared calls for an initial cyber communications risk assessment.

This assessment includes reviewing current communications, processes, protocols, teams, and roles.

We then:

- map out an action plan with timelines,
- create templates for verbal and written communications
- begin online reputation management
- conduct media training
- develop and run cyber event response simulations
- and identify and network with influencers in your space with active social media and news presence to develop a positive relationship.



PREPARATION



RESPONSE

Response

Creating and deploying a rapid response team to support cyber crises is essential.

We work with rapid response teams to:

- create content for messaging
- develop answers to FAQs
- prepare spokespersons
- monitor media and social media platforms
- social media messaging within hours
- media relations execution or preparation
- help execute the plan of action
- manage online reputation
- executive articles and blog posts created
- draft notifications to internal and external stakeholders, including vendors, personnel, and customers.

It takes up to 280 days to detect and contain a data breach.

<https://www.ibm.com/security/data-breach>

RESTORATION

Restoration

We help move clients from crisis fatigue to building a stronger brand presence.

We provide:

- post-crisis action items
- communications reports
- reputation audit
- adjustments to response plan and corporate policies
- continued monitoring of online reputation
- thought leader content
- build new influencer relationships
- update response simulations
- communications for internal and external stakeholders or litigation communications.

**Regain trust and
Reset the brand.**



CRISIS READY QUIZ

No one knows when a threat will manifest, but a strategy for when it does helps prevent an organization from experiencing permanent damage.

Executives and department leaders determined not to be cut down by cyber incidents can help their organizations to detect and quickly respond when facing risk.

Questioning if you are crisis ready? Take our Crisis Ready Quiz.

Ask yourself and your team the following:

- Do you have an official crisis playbook? When was it last updated?
- Does your policy include inside and external threats communications?
- Do you have basic messaging templates ready for immediate use?
- Is there a hierarchy of spokespersons based on the crisis?
- Have you identified what gap roles will need to be filled externally during a crisis?
- When was the last crisis simulation with your current team members?
- Do you have the resources to organize a press conference?
- Are your internal tools able to handle online reputation management?

These are just a few questions to consider as you explore your crisis planning protocols.

The road to creating your three-prong process of preparation, response, and restoration can begin today.

Preparation
Response
Restoration

ABOVE PROMOTIONS

PUBLIC RELATIONS MARKETING PROMOTIONS

We are passionate about this topic and helping our customers solve their current and potential crises.

Our team members are published researchers, communicators, experts in data privacy and are a part of several networks of cybersecurity professionals and local and federal government public and private partnerships and advisory boards.

Our creative storytelling, data-driven scientific approach, with the latest in technology, helps to accelerate communications efforts.

We cannot eliminate all risks of losing clients, but we can help to mitigate the fallout and save many along the way.

Problems with:

Data Breach
Cyber Hacking
Phishing Attacks
Investigative Reports
Theft
Audits
Litigation

Contact Above Promotions today.

(813) 383-1914 office
www.abovepromotions.com

Above Promotions provides strategic consulting services to individuals and companies across the globe through complex business challenges.

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