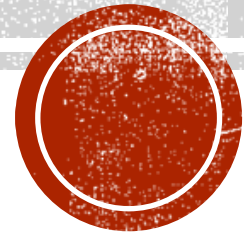
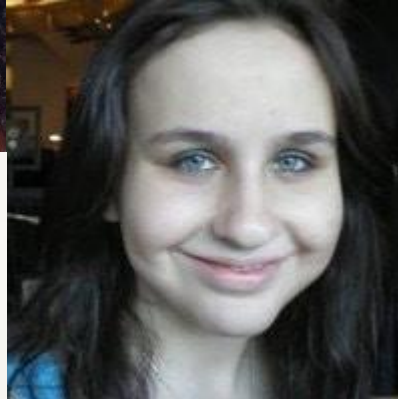


# WHY WINNING THE WAR IN CYBER MEANS WINNING MORE OF THE EVERYDAY BATTLES



**PRESENTED BY:** Jessica Robinson







Why winning the war in cyber means winning more of the everyday battles



@JessRobin96



Why winning the war in cyber means winning more of the everyday battles



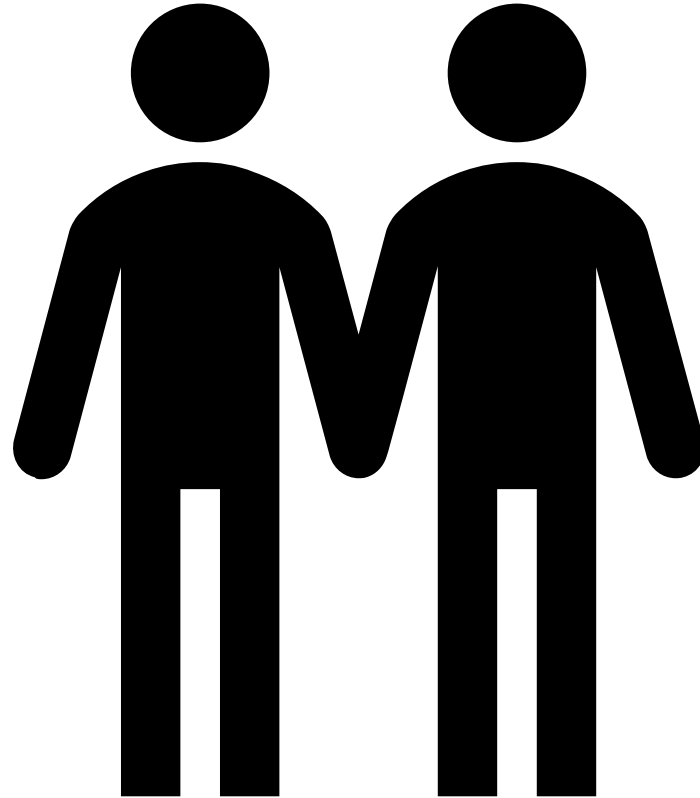
**@JessRobin96**

Great things take time.



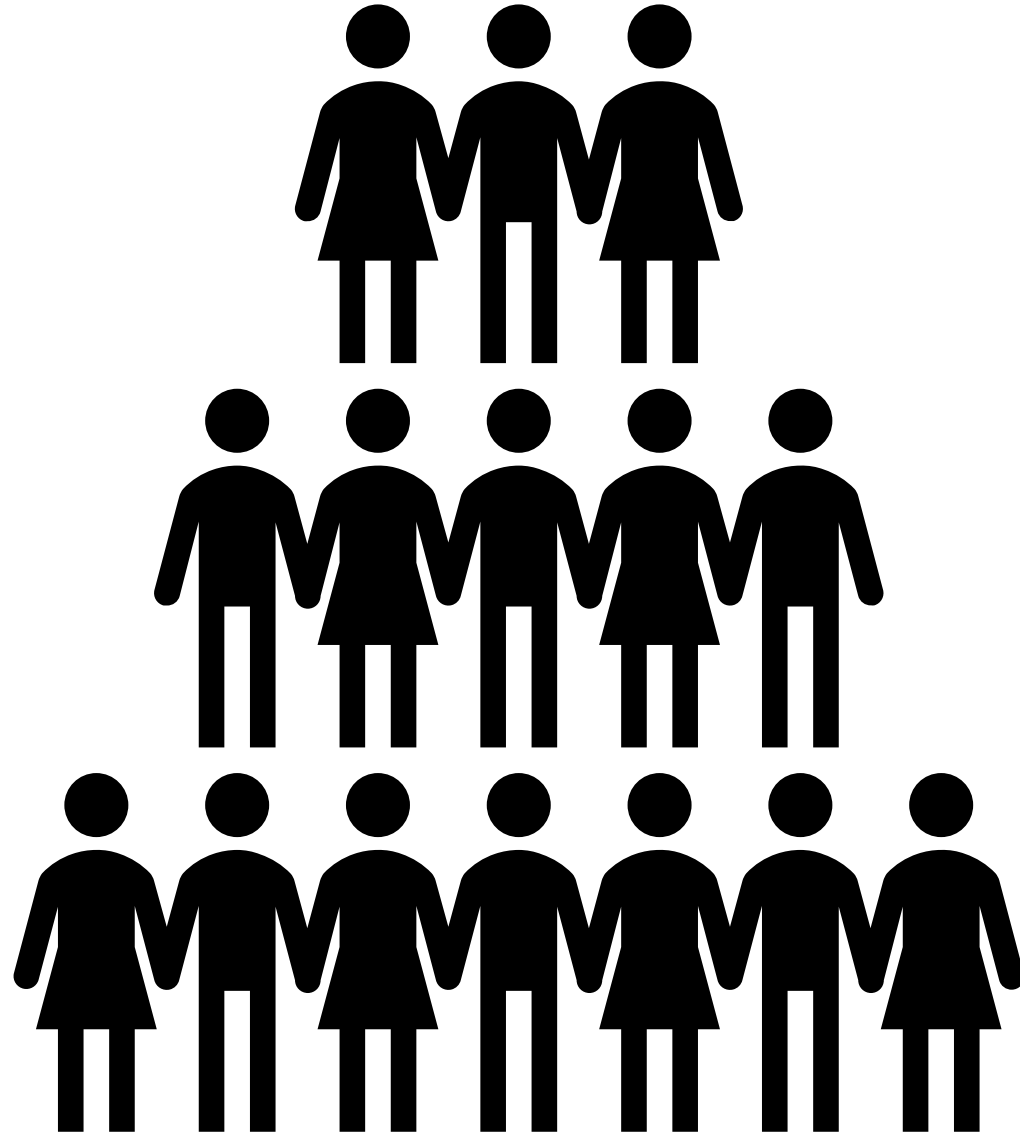
Why winning the war in cyber means winning more of the everyday battles

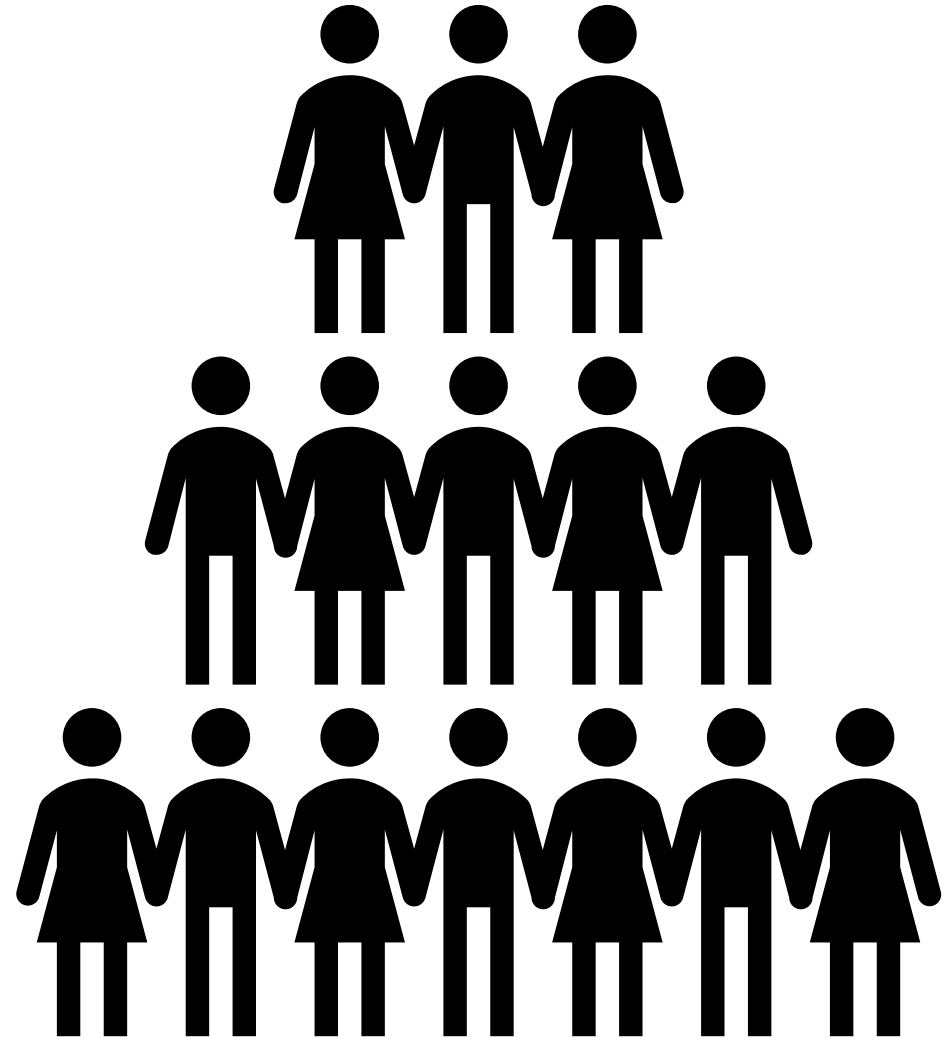
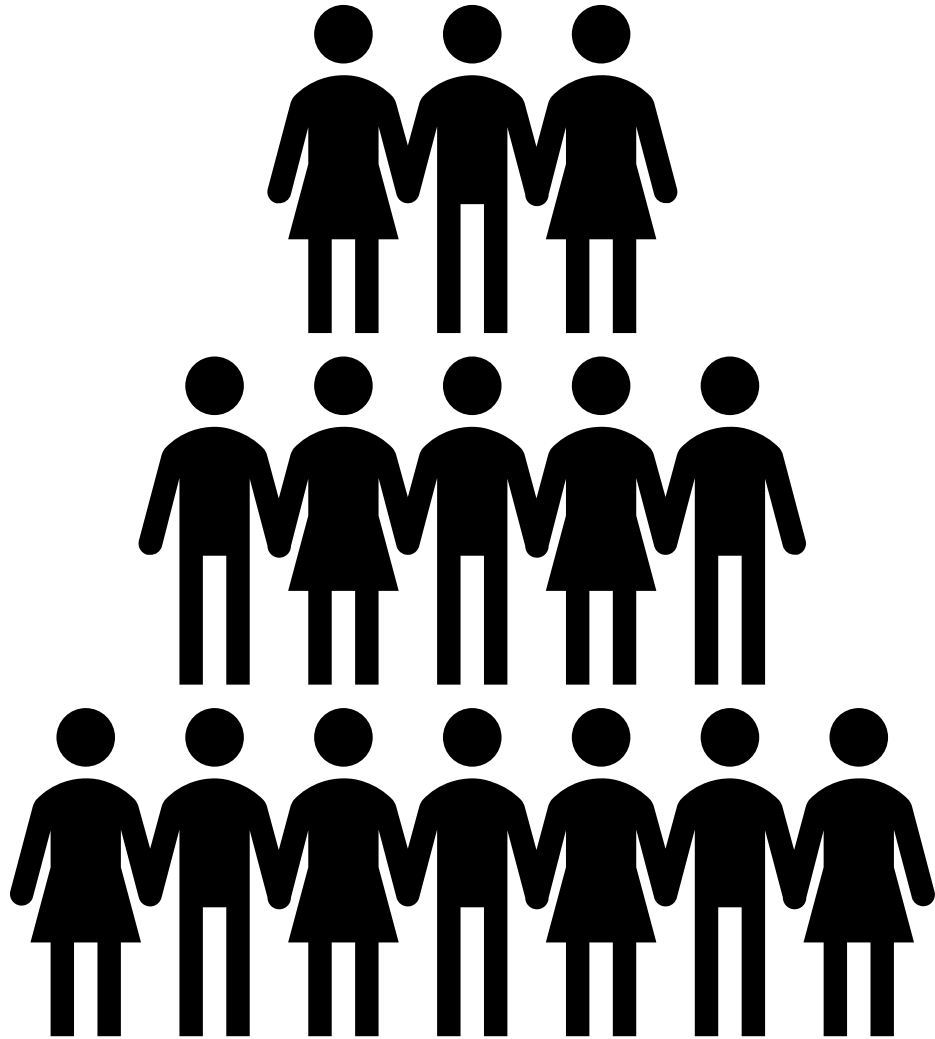














Thinking is not  
enough, it needs to  
be a way of **BEING**



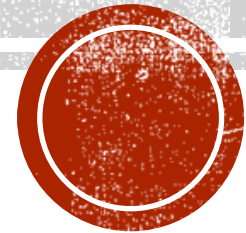
# What we will talk about today:

- What is this pathway of alignment – everyday battles
- What does it mean and **HOW CAN WE EXPAND OUR CAPACITY** as Cyber leaders and practitioners
- How can we move the industry forward, deliver excellence, and see ourselves as part of a larger whole





**WHAT DOES THIS MEAN  
IN TERMS OF OUR  
CYBER EVOLUTION?**



# Cyber Evolution 1880 - Present

1880s

- Bell switchboard

1940s

- Phone Phreaking

1970s

- Privacy and security conference

1980s

- Birth of cybersecurity

2013-15

- Breach impact
- Cyber Investment

Present

- Advanced tech
- Reg impact





# Cyber Evolution

## The Future, Future

2030

- E

2050

- V

2100

- O

2150

- L

2200

- V

2250

- E



# How do we evolve our **CONSCIOUSNESS** as an industry?



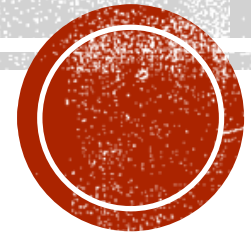
# Cyber Evolution:

How is our evolution going?  
Are we where we want to be?  
Are we where we could be?





# OVERVIEW OF TRENDS INFLUENCING SOCIETY





Misinformation and  
disinformation (+15, 5)



Extreme Weather (1)

**2024 WEF:  
GLOBAL RISKS  
RANKED BY  
SEVERITY IN  
THE SHORT  
TERM (2YRS)**





Societal Polarization (+2,9)



Cyber Insecurity (+4,8)



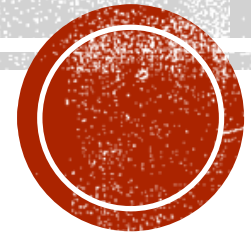
Interstate Conflict (+9)

**2024 WEF:  
GLOBAL RISKS  
RANKED BY  
SEVERITY IN  
THE SHORT  
TERM (2YRS)**





# THE EVERYDAY BATTLES



Why winning the war in cyber means winning more of the everyday battles

# THE INDUSTRY

Purchased image





Why winning the war in cyber means winning more of the everyday battles

[David James, The Telegraph](#)

@JessRobin96





CONAN





Why winning the war in cyber means winning more of the everyday battles

[David James, The Telegraph](#)

@JessRobin96

# WHICH SAFETY PARTNER ARE YOU?

- **The reality is....we are both....**
- **Most of the time we are BOTH, but not always for the same situation**
- We just have to know which situation is appropriate for which response
  - It all depends on the conditions (who, what, when, where, why, how)





# DIVERSE TALENT – ACTOR/PRODUCER/STUNTMAN

JCVD, Martial artist, actor,  
producer, writer

- “So I get another safety guy.”



<https://www.pulse.ug/entertainment/celebrities/i-will-do-one-more-movie-then-retire-jean-claude-van-damme/xnzezlz>

David James, The Telegraph

@JessRobin96





# DIVERSE TALENT

Meryl Streep, Actress



Tinseltown/  
Shutterstock.com

George Clooney, Jack of many trades –  
Actor/Producer/Writer/Director  
+++



<https://www.goldenglobes.com/person/george-clooney>



# DIVERSE TALENT

**Audrey Hepburn,  
Actress/Humanitarian**



Wikipedia images

**Whoopie Goldberg, Jill of all  
trades –  
Comedian/actress/Producer/t  
alk show host +++**



<https://d23.com/walt-disney-legend/whoopi-goldberg/>



# DIVERSE TALENT – TANGIBLE SKILLS W/ INTANGIBLE ESSENCE

Peter Dinklage, Actor

Asia Kate Dillion, Actor/Actress



Taylor Hill/Film Magic // Getty Images

Vera Anderson // Getty images



Great things take time.





TEAM

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Why winning the war in cyber means winning more of the everyday battles



**@JessRobin96**



Why winning the war in cyber means winning more of the everyday battles





Why winning the war in cyber means winning more of the everyday battles



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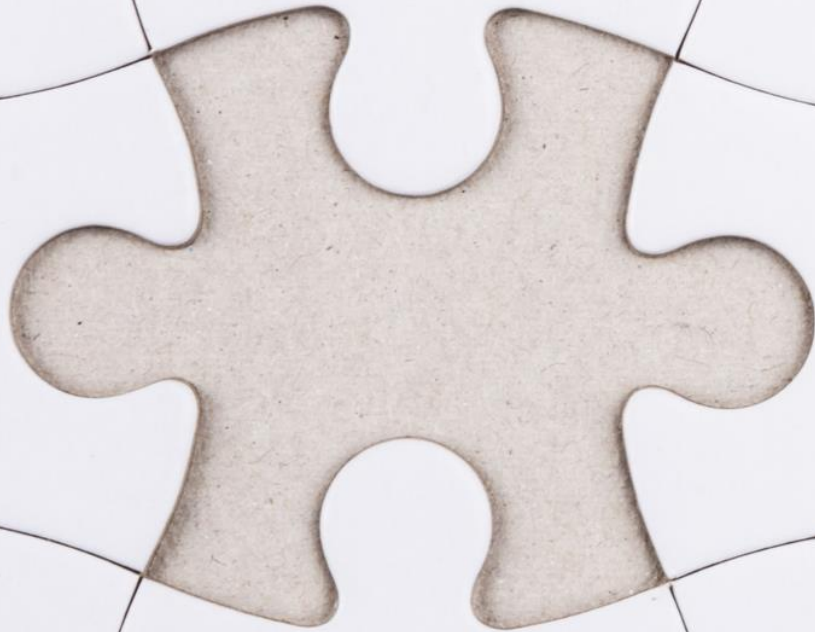
**What mattered was  
that we were all  
moving along in the  
process together.**



Why winning the war in cyber means winning more of the everyday battles

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Why winning the war in cyber means winning more of the everyday battles



**@JessRobin96**

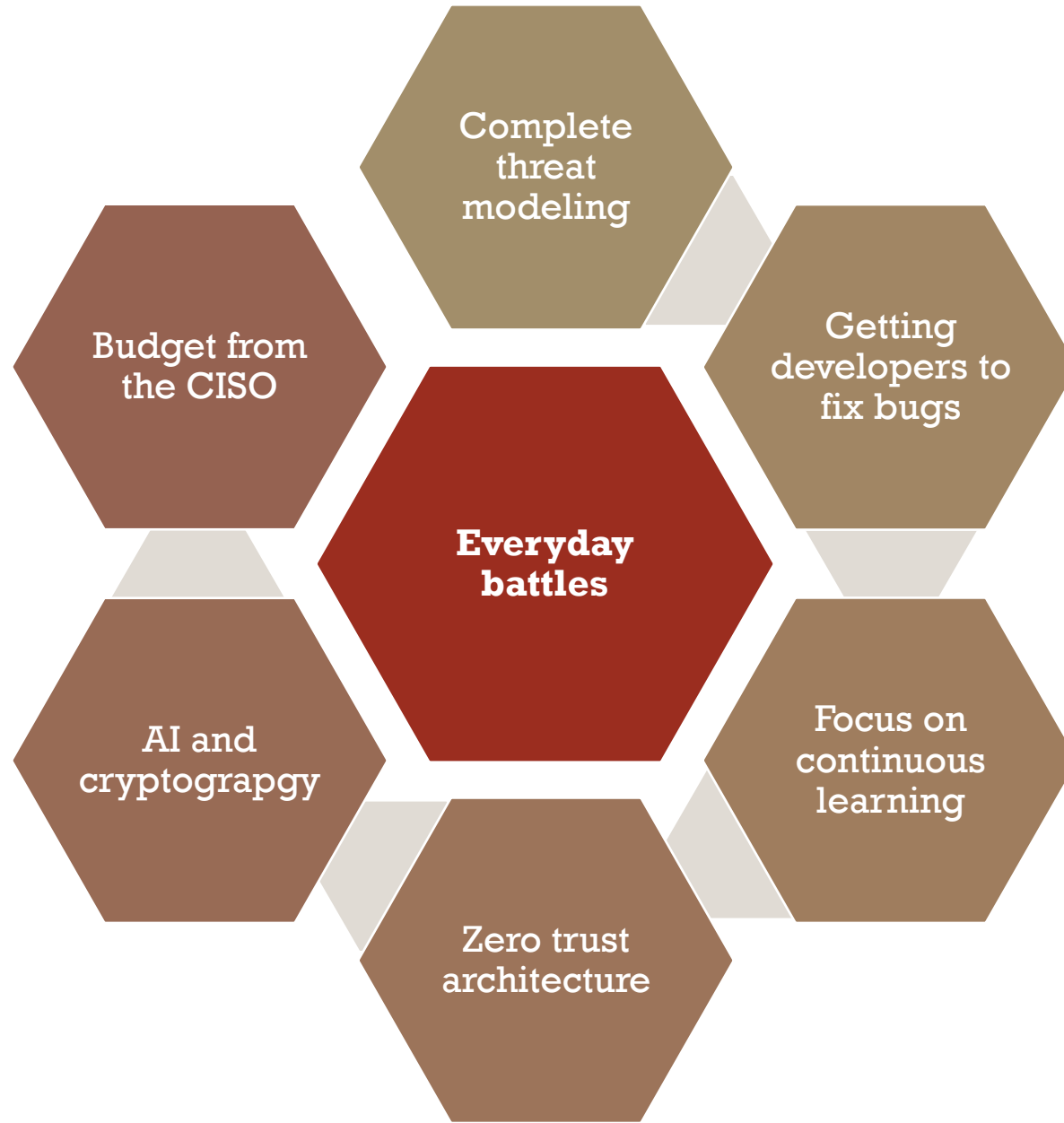
# What mattered and was actively focused on:

- a. Was that we were working together to solve our biggest challenges
- b. That even with this short timeframe we were focused on our security commitments not being a checklist, but knowing that we were building a sustainable program
- c. That our program was dynamic with the changing threats/risks, and business needs, and that our program was not static
- d. We were creating a culture of positive habits not just within the security and technology teams, but the broader company









Great things take time.



Why winning the war in cyber means winning more of the everyday battles



**SELF**

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@JessRobin96



How was OUR  
cyber  
evolution  
going?





Why winning the war in cyber means winning more of the everyday battles

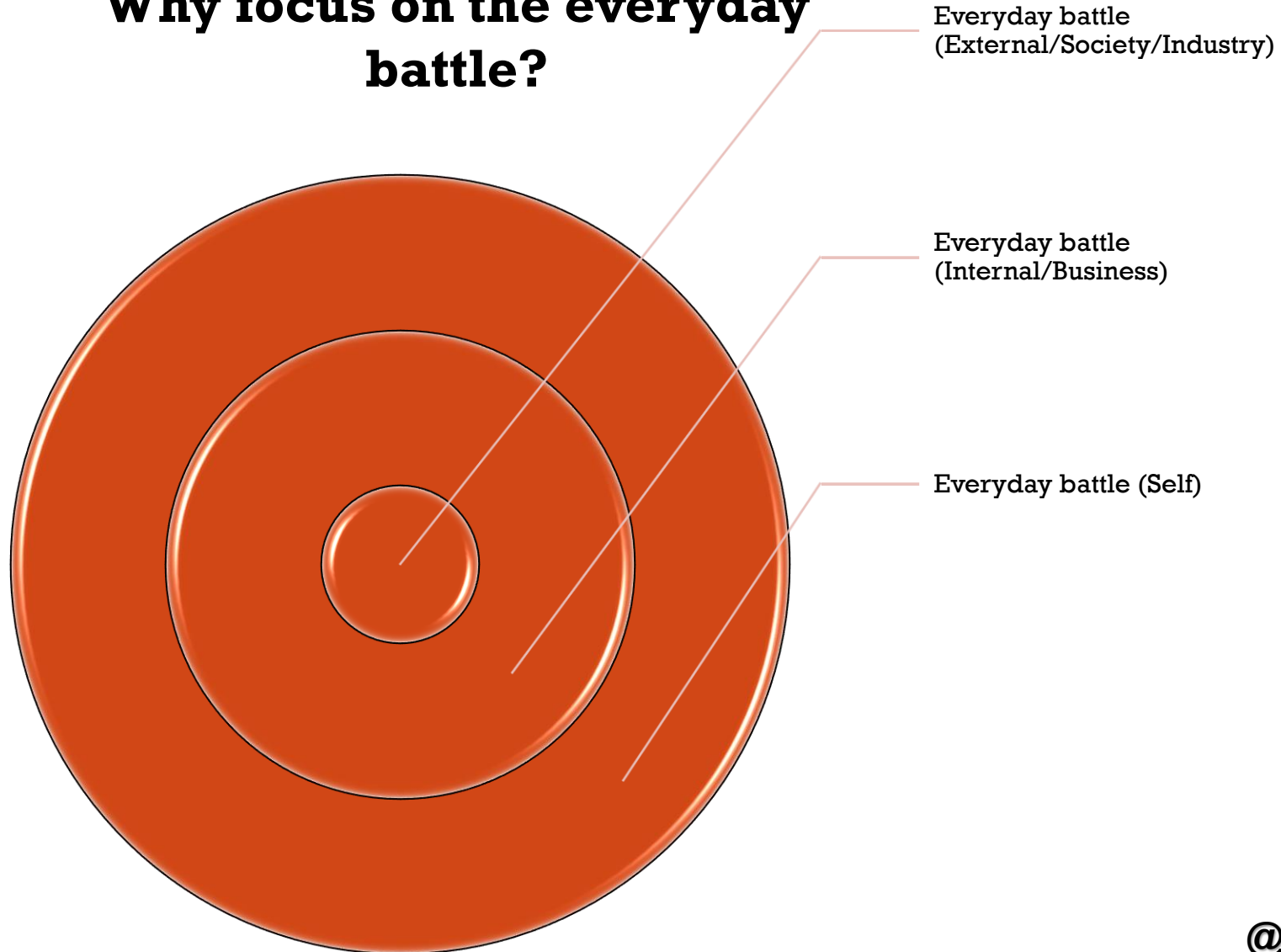
**@JessRobin96**



Why winning the war in cyber means winning more of the everyday battles



# Why focus on the everyday battle?





# What we talked about today:

- What is this pathway of alignment – **everyday battles influence the outcome of the war**
- What does it mean and HOW CAN WE EXPAND OUR CAPACITY as Cyber leaders and practitioners
- How can we move the industry forward, deliver excellence, and see ourselves as part of a larger whole



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# Thank You and Questions?

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@JessRobin96

