



# 46%

of organisations suffering  
a security breach  
reported employees were  
the cause of the cyber  
incident

Source: Information security breaches survey 2015

*“At the heart of any economic crime is a poor decision driven by human behaviour. So it stands to reason that the answer should start with people. That means not only instilling clear processes and principles for your employees, but also creating a culture where compliance is hard-wired to values – and to the overarching strategy of the organisation.”*

Source: Adjusting the lens on economic crime

Cyber First has been developed to answer these questions:

- How do I **measure the effectiveness** of Information Security, Threat Detection & Response and compliance programmes on the ground?
- How can I make my people more **aware** of how their decisions in key ‘moments that matter’ influence cyber risk?
- How can I help my people instinctively do **the right thing**?
- How can my organisation **change** employee behaviours to mitigate cyber risks?

## How Cyber First can help

PwC has developed **Cyber First**, an employee diagnostic to help clients define and measure cyber security risk behaviours and identify interventions to change these behaviours and mitigate risk.



### Define behaviours

Helping clients to define ‘what good looks like’ in terms of expected behaviours in key scenarios



### Measure behaviours

A proactive behavioural measure of where the greatest cyber risk lies



### Change behaviours

Informing a road map to encourage optimal responses to mitigate future risk



# How Cyber First works...

Cyber First is a *scenario-based* online employee assessment in which respondents are presented with a ‘dilemma’ and asked to consider a range of potential actions to take in response.

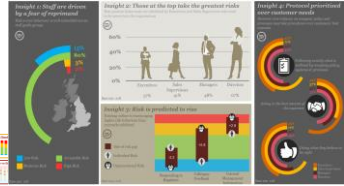
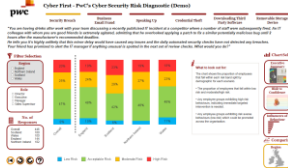
Cyber First ascertains:

- the behaviours employees are most likely to display in a given situation
- the behaviours employees believe the culture of their organisation most encourages and, importantly
- what key environmental factors are perceived to be impacting this



Online data is supplemented with *qualitative insights* from employee interviews and focus groups to understand behavioural motivators.

*Highly visual* reporting allows organisations to better understand critical interventions needed to improve cyber security now and in the future.



## Outcomes



**Predicting behaviour:**  
Predicts future cyber risk arising from employee behaviours & aspects of organisational culture



**Benchmarking:**  
Identifies employee and cultural cyber risk across key demographics within the business



**Gap analysis:**  
Identifies the gap between expected and actual behaviours



**Changes behaviour:**  
Suggests interventions to address risky behaviour



**Pro-active measurement:**  
Provides evidence to Board and key stakeholders to inform best practice governance

## Business Benefits



**Reduces losses from reputational risk:**  
By embedding acceptable cyber risk behaviours throughout the business



**Reduces training spend:**  
By identifying opportunities for targeted training rather than firm-wide roll out



**Improves customer loyalty and advocacy:**  
By building customer trust through embedding good employee cyber security behaviours



**Revenue growth:**  
By building confidence in the measures in place to mitigate cyber threats from the inside out

*Cyber First has been developed by PwC's specialist insight and research centre*

Our solutions help clients to solve complex issues and make better strategic decisions. Research to Insight (r2i) is PwC's global Centre of Excellence for market research. For over 25 years, we have undertaken some of the most prestigious, commercial and thought provoking research in Europe, the Americas and Asia Pacific.

## Key contacts

### Further information

For more information relating to Cyber First please contact one of the people listed below.



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