

THE TIMELESS INTERNATIONAL BESTSELLER

BOARDS ARE FROM MARS, *CISOs Are from Venus*

HOW TO GAIN A DEEPER UNDERSTANDING
OF THE EXECUTIVE IN YOUR LIFE



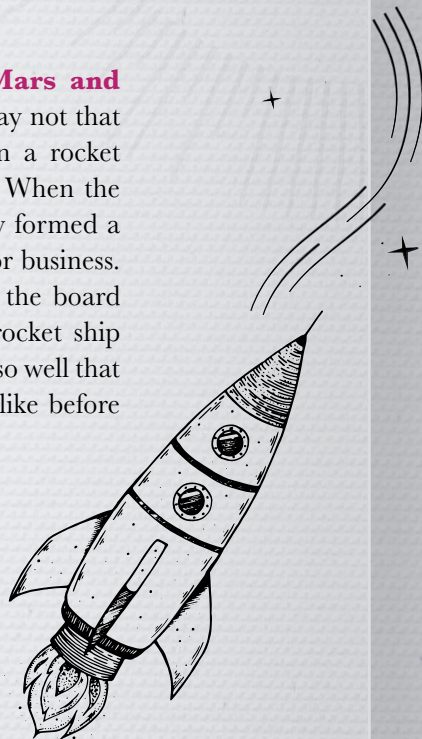
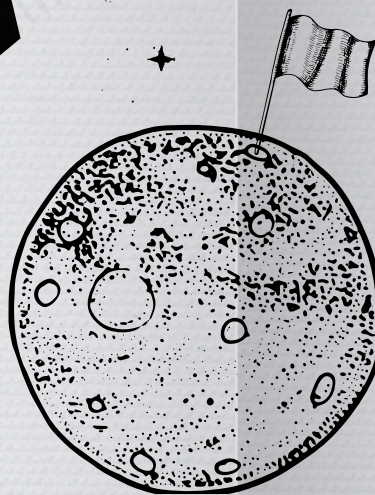
SecurityScorecard

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CHAPTER 1

Imagine that boards are from Mars and CISOs are from Venus. Well, one day not that long ago, a board of directors got on a rocket ship that left Mars and flew to Venus. When the board landed, it met a CISO, and they formed a beautiful bond with a shared passion for business. They got along great; the CISO kept the board safe, and the board made sure their rocket ship was on a clear path. Things were going so well that they couldn't remember what life was like before they found each other.



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Then one day, the board invited the CISO to an all-ship meeting. The board asked the CISO how they were keeping the ship safe. The CISO told the board every detail of the ship's security system: from attempted phishing attacks and levels of encryption to malware and other cybersecurity threats. The CISO thought it was helping, but soon the board was overwhelmed, distracted, and even a little scared; they had too much information, yet not enough to make the right decisions. It was like the CISO was speaking a completely different language. The CISO made the classic mistake of being too specific, too technical, and too granular when that wasn't what the board needed.

While everyone agrees that boards and CISOs are different, hardly anyone realizes just how different they truly are. **Boards need to be reassured that the organization's security is in good hands, and CISOs need to find a common language to put security into the context of business problems.** They need to learn how to bridge their communication gap.

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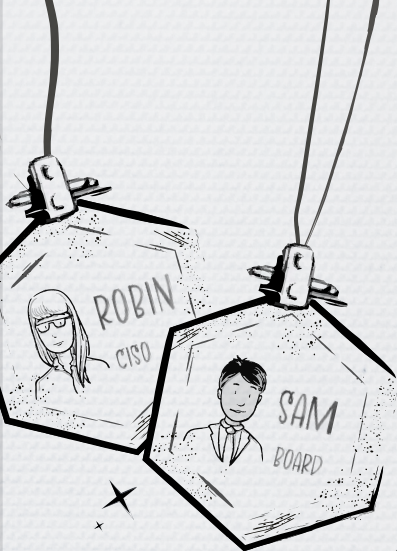


CHAPTER 2

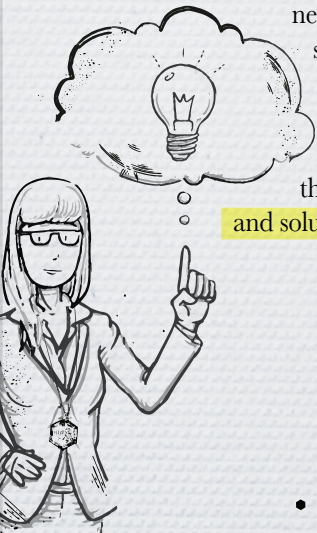
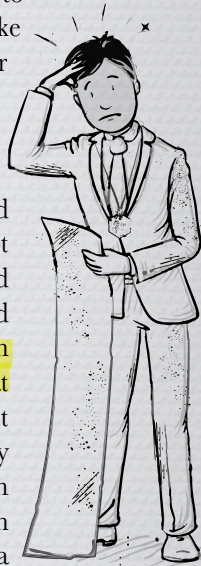
Let's look at an example:

Sam, a board member, and Robin, a CISO, had been working together for a few years. Like most board members and CISOs, their relationship started out great, but after months and months of increasing frustration and disappointment, they lost the initial spark that brought them together, and they had stopped communicating. Soon, they were close to giving up. Sam said, "We have tried everything to make this work. We are just too different." Before going their separate ways, however, they decided to see if they could salvage anything.

They reached out to peers at other organizations and were amazed to learn that their differences were not only normal, but to be expected. They were comforted that board members and CISOs at other companies had experienced similar issues. Sam discovered that Robin works hard to keep their organization safe and takes that responsibility seriously. When Robin excitedly talks about new tools and the details of keeping the company safe, it's only to show Sam they care. And Robin discovered that when Sam wants an update on the company's security, that doesn't mean a complicated description of every single tool and threat; it means communicating tangible numbers and solutions, such as the ROI of the security stack.



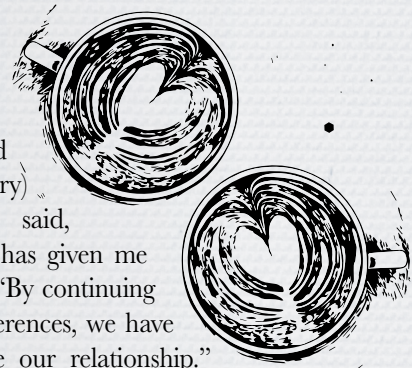
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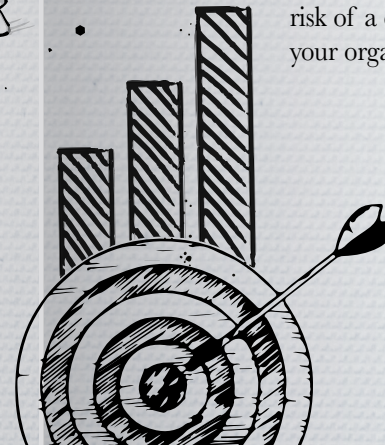
They agreed to focus on KPIs, and centered their discussions on the overall financial impact of the security program. They also looked into tools to help improve board reporting, like cyber risk quantification and security ratings. By learning how to communicate effectively with each other, Sam and Robin gained a totally new understanding of their organization.

*Tools

They loved working together again. Their relationship changed for the better. No longer heading towards splitting up, they looked forward to sharing (only the necessary) information together. Robin said, "Knowing about our differences has given me back my CISO!" And Sam said, "By continuing to recognize and explore our differences, we have discovered new ways to improve our relationship." Meanwhile, other executives said, "I'll have what they're having." And accounting said, "You can't expense the flowers you're sending each other."



While CISOs and boards may come from different planets, they do share a common goal. Take the time to not only listen to your CISO or board, but try and understand their language too. By going over meaningful metrics in real dollars, you'll both be able to reduce the risk of a costly security breach and enable the growth of your organization.



- Focus on KPIs & center discussions on the overall financial impact of the security program.

FROM THE BEST SELLING AUTHOR OF
THE FIVE LOVE LANGUAGES FOR CSOs AND BOARDS




About the Author
SecurityScorecard

Funded by world-class investors including Evolution Equity Partners, Silver Lake Waterman, Sequoia Capital, GV, Riverwood Capital, and others, SecurityScorecard is the global leader in cybersecurity ratings with more than 12 million companies continuously rated. Founded in 2013 by security and risk experts Dr. Aleksandr Yampolskiy and Sam Kassoumeh, SecurityScorecard's patented rating technology is used by over 50,000 organizations for enterprise risk management, third-party risk management, board reporting, due diligence, cyber insurance underwriting, and regulatory oversight. SecurityScorecard is the first cybersecurity ratings company to offer digital forensics and incident response services, providing a 360-degree approach to security prevention and response for its worldwide customer and partner base. SecurityScorecard continues to make the world a safer place by transforming the way companies understand, improve and communicate cybersecurity risk to their boards, employees and vendors. Every organization has the universal right to their trusted and transparent Instant SecurityScorecard rating. For more information, visit securityscorecard.com or connect with us on [LinkedIn](#).

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