NATIONAL CYBER SECURITY ALLIANCE
New Small Business Cyber Resources for the New Year

Moderated by
Daniel Eliot, Director
Small Business Programs
National Cyber Security Alliance

Reggie McKinney, Program Director
C3 Voluntary Program
U.S. Department of Homeland Security

Marian Merritt, Lead for Industry Engagement
National Initiative for Cybersecurity Education (NICE)
National Institute of Standards and Technology (NIST)
Be a Part of Something Big

Get involved and promote a safer, more secure internet.

www.staysafeonline.org
Goal of 5-Step Approach Is Resilience

- Know the threats and **Identify** and **Protect** your assets
- **Detect** problems and **respond** quickly and appropriately
- Know what **recovery** looks like and prepare

Thanks to our National Sponsors

- MediaPRO
- Trend Micro
- Initiative for Education

Cyber Secure
My Business
NATIONAL CYBER SECURITY ALLIANCE
New Small Business Cyber Resources for the New Year

Reggie McKinney, Program Director
C3 Voluntary Program

U.S. Department of Homeland Security
Cybersecurity Resources Road Map

A Guide for Critical Infrastructure
Small and Midsize Businesses
Goals

• Make it easy to identify and access useful resources based on need
• Encourage stakeholders to elevate their efforts toward a more holistic risk management approach
Trainers and facilitators are encouraged to use the Road Map to engage stakeholders in cybersecurity practices.
Website

https://www.us-cert.gov/ccubedvp
Questions and Feedback: ccubedvp@hq.dhs.gov

Subscribe to CISA Cybersecurity Community bulletin →

https://www.us-cert.gov/ccubedvp
Thank You
NATIONAL CYBER SECURITY ALLIANCE

New Small Business Cyber Resources for the New Year

Marian Merritt, Lead for Industry Engagement

NIST
National Institute of Standards and Technology
U.S. Department of Commerce
Cybersecurity is Everyone’s Job

Marian Merritt, Lead for Industry Engagement, NICE/NIST, US Department of Commerce
**NICE**

- National Initiative for Cybersecurity Education (NICE)
- Part of NIST and the US Department of Commerce
- Network of government, academia and industry
- [www.nist.gov/nice](http://www.nist.gov/nice)
Strategic Goal 1: Accelerate Learning and Skills Development

Inspire a sense of urgency in both the public and private sectors to address the shortage of skilled cybersecurity workers
Strategic Goal 2: Nurture A Diverse Learning Community

Strengthen education and training across the ecosystem to emphasize learning, measure outcomes, and diversify the cybersecurity workforce.
Strategic Goal 3: Guide Career Development & Workforce Planning

Support employers to address market demands and enhance recruitment, hiring, development, and retention of cybersecurity talent.
NICE Working Groups

• Public and private sector collaboration
• Monthly online/telephone meetings
  – Annual meeting at the NICE conference and expo
  – November 2019 in Phoenix, AZ
• Share best practices, collaborate on projects
• In addition to the main working group, there are sub groups by topic:

<table>
<thead>
<tr>
<th>Apprenticeship</th>
<th>K-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collegiate</td>
<td>Training and Certifications</td>
</tr>
<tr>
<td>Competitions</td>
<td>Workforce Management</td>
</tr>
</tbody>
</table>
Workforce Management sub working group

- Leaders: Susie Cone and Maurice Uenuma
- Focus: ...to facilitate, develop and promote cybersecurity workforce management guidance and measurement approaches that create a culture where the workforce is managed and engaged to effectively address the cybersecurity risks of their organization.
- Meets 3rd Thursday each month at 1pm ET.
- To join: email nicewg.wm@nist.gov with “Workforce Management Management Subscribe” as subject; include contact details
Cybersecurity is Everyone’s Job

• Turn your people into a cybersecurity asset
• Project to provide general guidance to all employees
• Things to know; Things to do
• Suits every size organization
• Creative Commons licensing to allow reuse

Customized advice

- Guidance provided according to job functions in seven (7) business areas:
  - Leadership, Planning and Governance
  - Sales, Marketing and Communication
  - Facilities, Physical Systems, and Operations
  - Finance and Administration
  - Human Resources
  - Legal and Compliance
  - Information Technology
Sales, Marketing, and Communications

Strategic, customer-centric, marketing, communication, and sales are essential for building and maintaining strong relationships with customers. NICE’s Sales, Marketing, and Communications team works closely with partners to implement data-driven strategies that drive engagement and customer satisfaction. The team focuses on understanding customer needs, developing actionable insights, and creating value through personalized experiences.

The Role of Sales, Marketing, and Communications in Cybersecurity is All About:

- Enabling the company’s brand, vision, and mission to be conveyed in a way that resonates with current and potential customers.
- Developing strategies and tactics to support the company’s overall growth and revenue objectives.
- Building relationships with customers through personalized and effective communication.
- Generating leads and converting them into prospective customers.
- Managing the company’s reputation and brand image.

What’s in Sales, Marketing, and Communication

- Lead generation and management
- Prospecting
- Lead qualification
- Lead nurturing
- Event management
- Social media marketing
- Email marketing
- Content strategy and management
- Analytics
- Customer satisfaction
- Marketing operations

Key Skills Required:

- Strong understanding of sales and marketing concepts
- Excellent communication skills
- Ability to work in a fast-paced environment
- Experience with CRM and marketing automation tools
- Strong analytical skills
- Excellent organizational skills
- Ability to manage multiple projects simultaneously

Where We Fit In:

- NICE’s Sales, Marketing, and Communications team is responsible for driving customer engagement and loyalty through targeted and personalized marketing campaigns.
- Creating and implementing marketing strategies that align with the company’s overall business goals.
- Utilizing data analytics to measure the effectiveness of marketing campaigns and make informed decisions.

NICE NATIONAL INITIATIVE FOR CYBERSECURITY EDUCATION

A Note to Business:

Implementing effective marketing and communications strategies is crucial for businesses in today’s competitive market. NICE’s Sales, Marketing, and Communications team can help you:

- Define your target audience
- Create engaging content
- Optimize your marketing campaigns
How to use the Cybersecurity is Everyone’s Job Guidebook

• Download the guidebook
• Provide electronic (or print) versions to your team
• Give each business function the section relevant to their role
• Suggest a read through and discussion at department staff meetings
• Provide NICE Workforce Management subgroup with feedback and suggestion
• Join the NICE Working Groups!
The Cybersecurity Awareness Toolkit

Created for Small and Medium-Sized Businesses by the National Cyber Security Alliance, Facebook and MediaPRO

https://staysafeonline.org/resource/cybersecurity-awareness-toolkit/
Quick Wins for Software: Update.

- Set up **automatic updates**
- Ensure all **software is up to date**
- **Delete** software you don't use
- Establish clear, concise rules for what employees can install and keep on their work computers
- When installing software, **pay close attention to the message boxes** before clicking OK, Next or I Agree
Quick Wins for Email Security. *When in doubt, throw it out. Be extra cautious when it comes to email.*

- Maintain strong, unique passphrases
- Turn on two-factor authentication
- Do not use personal email accounts for company business
- Pay attention to the website’s URL
- **Verify to clarify**—If you get a request, verify the legitimacy of that request with a different form of communication with the actual sender.
Quick Wins for Wi-Fi Security. *Think before you connect.*

- **Physically secure** Wi-Fi equipment
- Use a **virtual private network** (VPN)
- Do not connect to **unknown, generic or suspicious** Wi-Fi networks.
- Turn off Wi-Fi and Bluetooth
- Secure your own home internet connection
Webinar Series
Second Tuesdays
2:00 p.m. EST

Up-Coming Webinars:
• **January 9th (Wednesday)** Make Protecting Your Small Business Assets Against Cyber Threats A Goal This New Year
• **February 12th** “Hackers love tax time!” Learn how to secure your W-2s and other sensitive business and customer information this tax season
• **March 19th** Cybersecurity for Small Agri-Businesses: Cyber threats to precision agriculture

To Register: www.staysafeonline.org
National Cyber Security Alliance
New Small Business Cyber Resources for the New Year

National Institute of Standards & Technology
www.nist.gov/cyberframework

Signature Sponsor
Trend Micro
www.trendmicro.com

DHS C3VP
Subscribe to Alerts: https://www.us-cert.gov
Contact Us: ccubedvp@hq.dhs.gov

Contributing Sponsor
MediaPRO
https://www.medipro.com/SMB

National Cyber Security Alliance
www.staysafeonline.org/cybersecure-business