



# Value Proposition

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# What we'll cover...

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- Our profession's value proposition
- Our individual value proposition

# Our profession's value propositions

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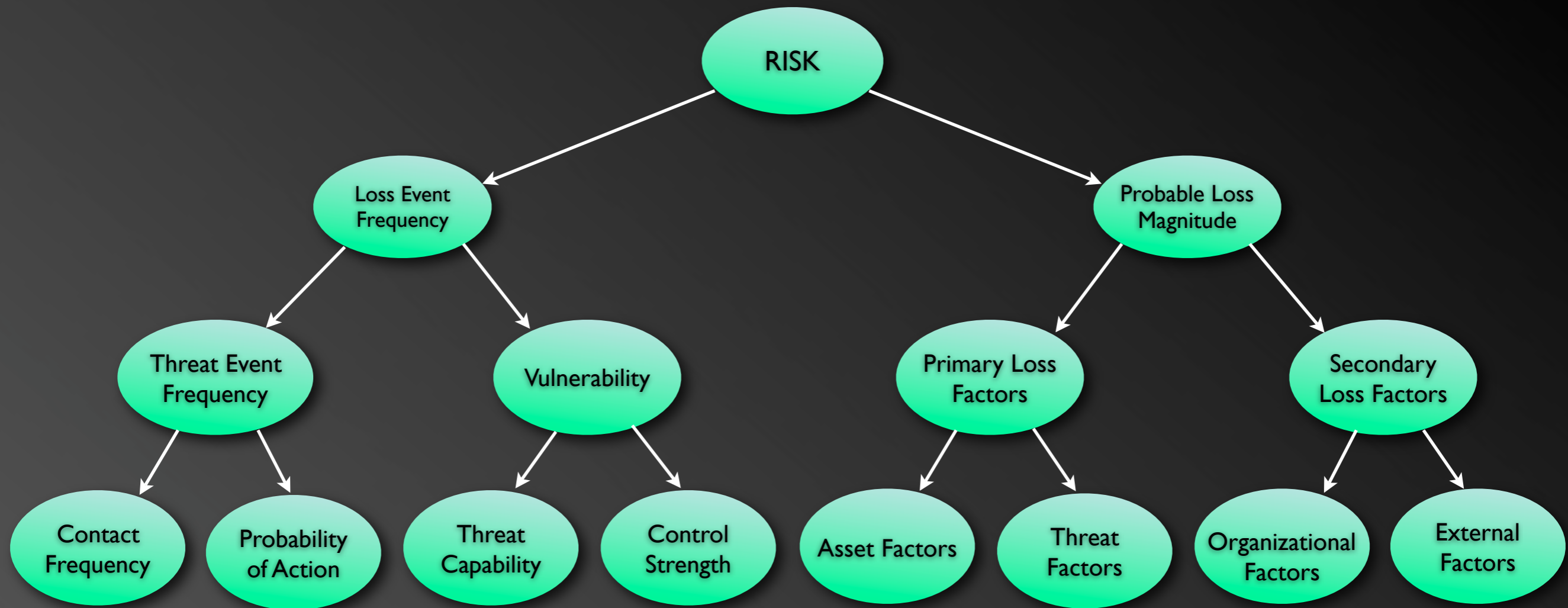
# The Information Risk Management Profession value propositions

- ▶ Reduce risk
- ▶ Improve the ability to manage risk
- ▶ Improve cost-efficiency
- ▶ Remove obstacles

# Risk...

The probable frequency and  
probable magnitude of future loss

# Risk Taxonomy

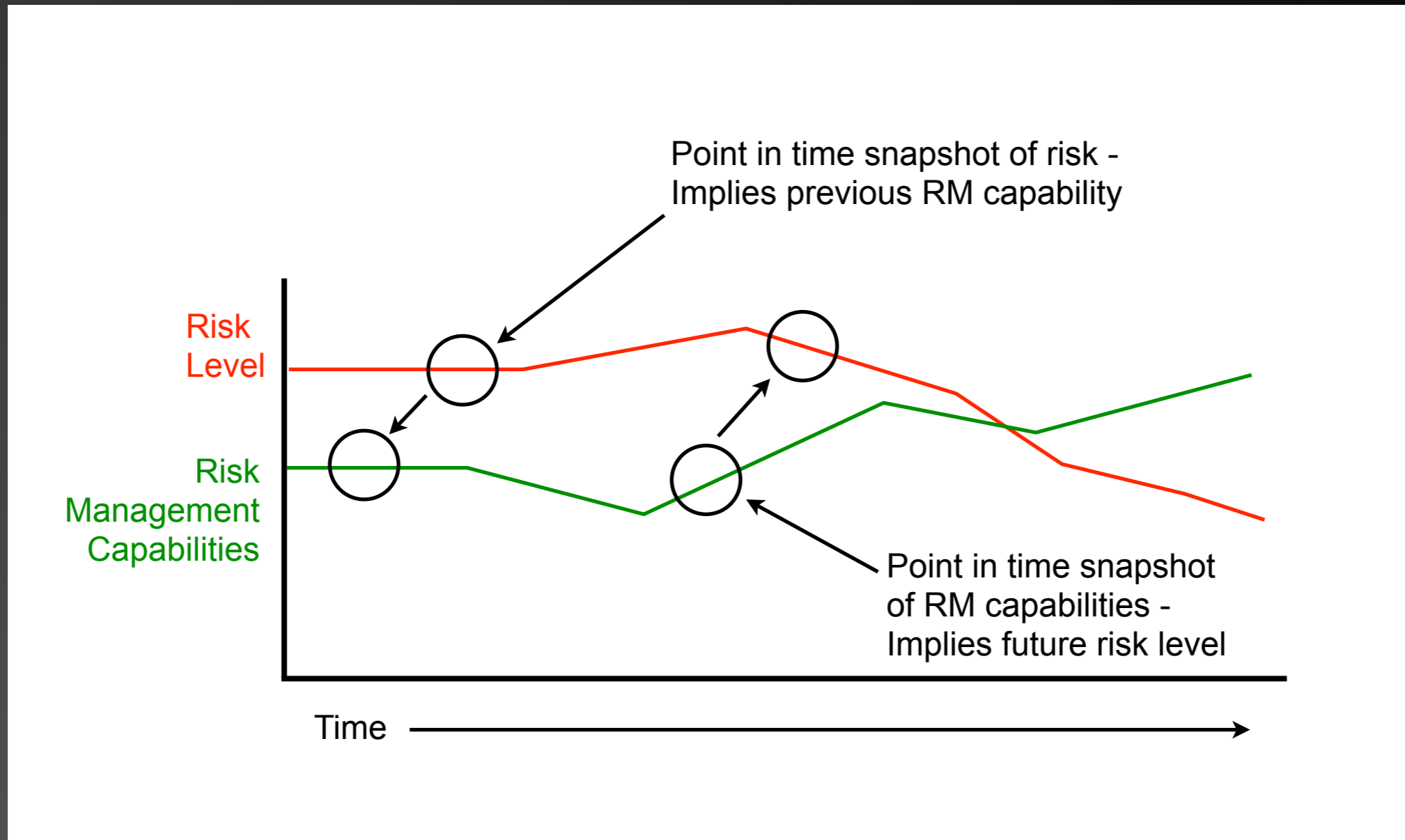


# Risk Management boils down to...

- ▶ Decisions
- ▶ Execution

Applies to both **tactical** and **strategic** elements of a risk management program

# Risk Management



# Cost-efficiency

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- If I can do more with less, I win
  - ▶ Process optimization
  - ▶ Automation
  - ▶ Skills development

# Removing obstacles

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- Complying with...
  - ▶ Regulations
  - ▶ Industry “requirements”
  - ▶ Business partner requirements

# Our individual value proposition

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Any grade-school graduate can...

# Standards and “best practice”

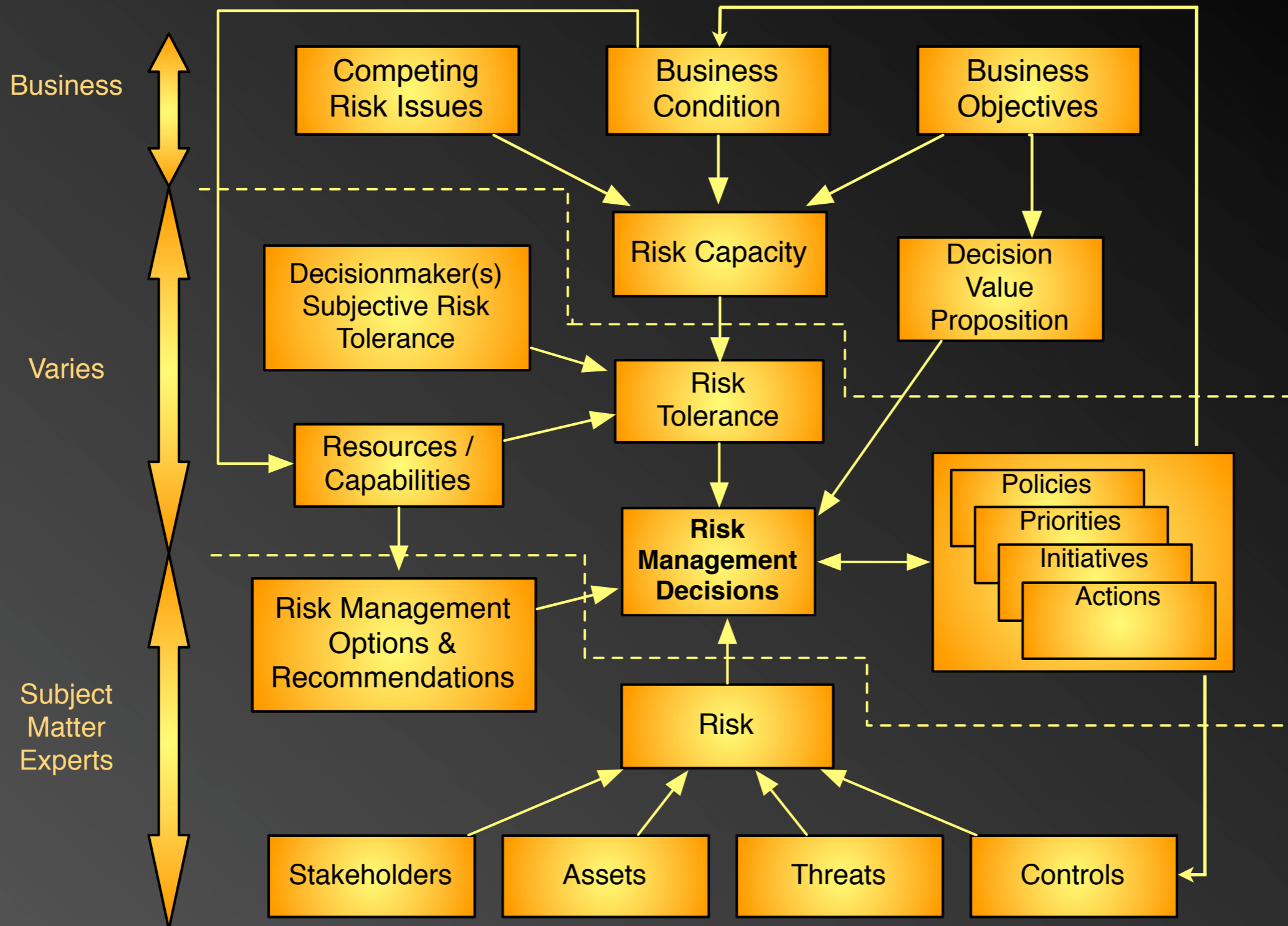
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- ... play an important role
  - ▶ As a starting point
  - ▶ As a reference for comparison
- ... have critical limitations
  - ▶ Doesn't tell us the significance of an issue
  - ▶ Doesn't help us prioritize
  - ▶ Doesn't help us choose cost-effective solutions
  - ▶ Doesn't reflect the risk tolerance of management\*\*\*

Bottom line: Management has to  
make choices, and prioritize

# Our individual value proposition

- ▶ First -- understand our role
- ▶ Subject matter expertise
- ▶ Critical thinking skills



In order to qualify as a **subject matter expert**, we have to know more than just a checklist of standards and best practices

There's **ALWAYS** a “So what?” element

Information security and risk management problems are **open-ended**, which requires critical thinking

# Summing it up

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- Our profession's value proposition
  - ▶ Reducing risk
  - ▶ Improving risk management capabilities
  - ▶ Improving cost-efficiency
  - ▶ Removing obstacles
- Our individual value proposition
  - ▶ First - understand our role
  - ▶ Subject matter expertise
  - ▶ Critical thinking skills

# Questions?

White paper on risk is available at:

[http://www.riskmanagementinsight.com/media/docs/FAIR\\_introduction.pdf](http://www.riskmanagementinsight.com/media/docs/FAIR_introduction.pdf)