



Cyber breach: what happens next?

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M&S cyber-attack disruption to last until July



EU cyber agency says airport software held to ransom by criminals



Co-op says cyber-attack cost it £206m in lost sales



Jaguar Land Rover counts the cost of cyber attack



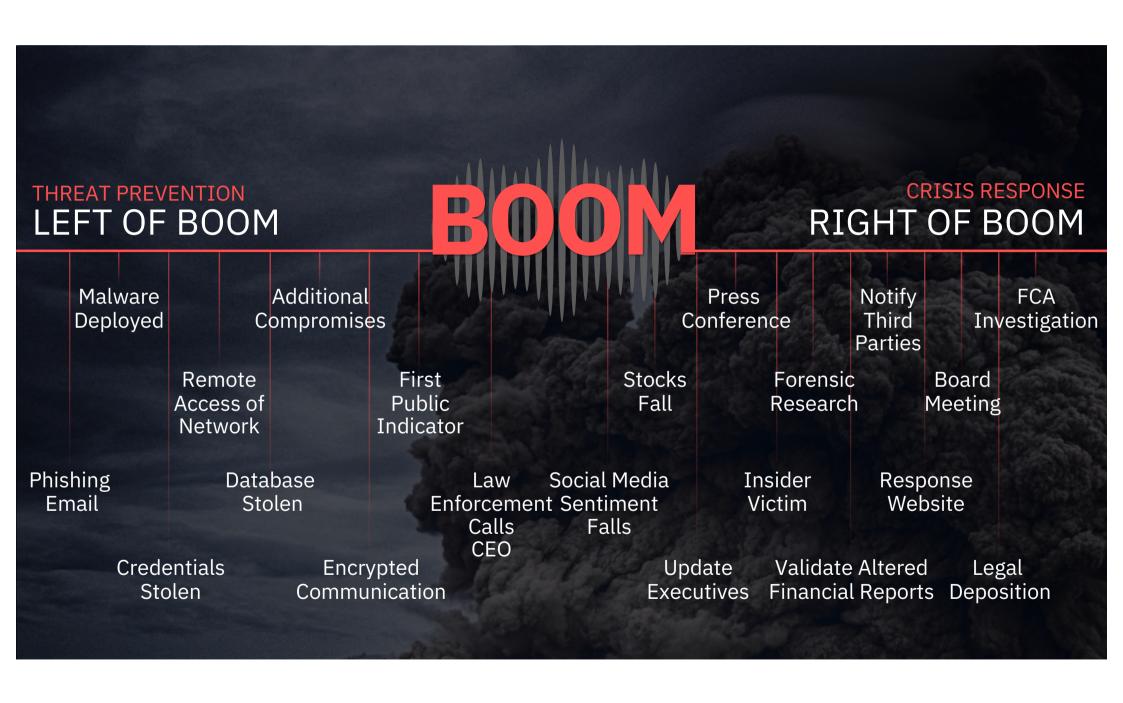
Adidas says customer data stolen in cyber attack



Why we STRUGGLE







THREAT PREVENTION LEFT OF BOOM

Our domain
Security and IT problems
The problems we are closest to
Problems we face daily
Certainty

CRISIS RESPONSE RIGHT OF BOOM

Others involved

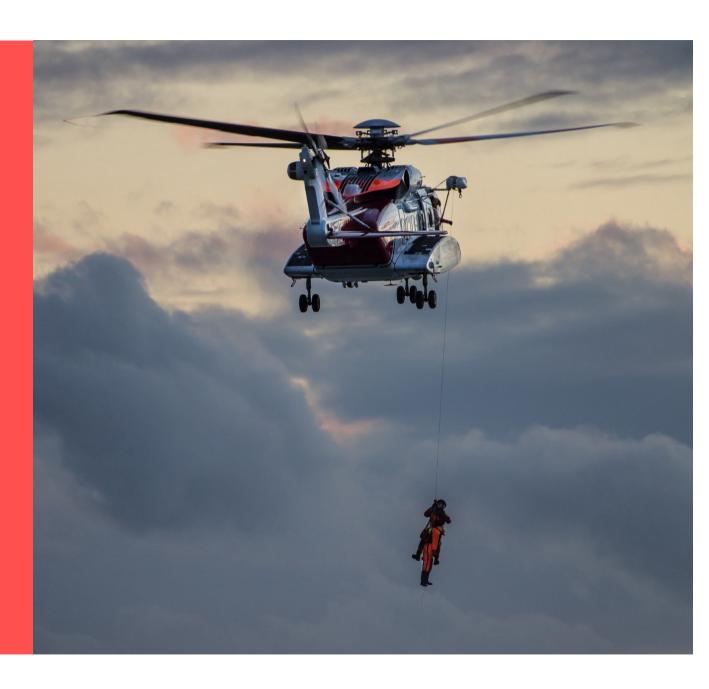
Legal, HR and Board problems

Distant, hazy problem

Happens less often

Uncertainty

Right of **BOOM**









Culture counts

Playbooks crack under pressure

Leadership matters



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