



Is cybersecurity a “sexy” part of your business?

A friend, and president of a mid-sized corporation, recently challenged me to show how cybersecurity and other risk management services are “sexy”. This friend contends that the biggest problem we have in this industry is that we scare people and make them think about things they neither wish to think about or have time or money to spend contemplating. Small to mid-sized businesses are always “pedal to the metal” and the owners, senior management and key employees need to focus on growing the business – the important stuff! Cybersecurity is mundane and usually left to an already overworked IT department.

I get it.



Here's my take. Cybercrime is **VERY SEXY**...for the criminals. They steal from you and buy all the things of which you've dreamt – all because you thought your business was properly protected. Damned sexy for those folks.

So, here's my question to you; the senior executive: You're an entrepreneur, and you're spending your life's savings, your investors' money and your stockholder's money on creating a beautiful life and your dream – are you willing to take the chance that someone, somehow can get in and take everything for which you've worked so hard???

The cybercriminals don't care who they hurt or how many lives they destroy. I prefer keeping my dream safe!

*Knowledge and awareness are your best defense!
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