cyber security as a business enabler

a strategic portfolio management perspective

masterclass
January 26, 2023

ValueTracks

jigseye

cyber security: a business enabler

As a CxO, you are committed to making the organization optimally perform, while at the same time preparing it for the future. Technological developments are moving at lightning speed and have an increasing impact on the organization's core business. This also means that the organization is increasingly exposed to (new) threats. Where cyber security was previously seen as an aspect of IT, it is now increasingly becoming a strategic topic that can keep CxO's awake.

On the one hand cyber security is essential in preventing the interruption of core processes such as production and logistics, or the loss of intellectual property. On the other hand, expectations of customers and investors (certification), and the requirements of governments are increasing (such as the GDPR privacy legislation and the new European NIS 2 standard).

As an organization, you must "simply" meet these expectations and requirements. However, cyber security can also be used as a strategic tool that is crucial for achieving the company's goals.

Cyber security is fundamental for the smooth functioning of the organization's core processes ánd it is part of future innovations and data-driven business models.

how to make the right strategic decisions?

The possibilities to fundamentally transform business processes with new IT technology are rapidly increasing in recent years (Cloud, Smart Devices, Platforms, Analytics, Block-Chain). These opportunities present companies with strategic challenges.

Are we leading the way, waiting, or preparing? Each of these new technologies also require risk assessments and new security capabilities to manage the associated risks. How do you ensure that your organization is able to make the right strategic decisions regarding these risks? How do you ensure that with all the other balls you already have to keep in the air, cyber security gets the right attention, and is in line with the focus of the organization?

How do you do that? Make decisions about current business operations, while preparing the organization for the future, where cyber security and business go hand in hand?

The key to effective execution of the strategy often does not lie in implementing even more programs, projects and initiatives, but in reducing overload and enabling value maximization. This masterclass offers insight into the specific aspects of cyber security strategy and offers tools to systematically create overview and realize focus from a strategic business perspective. In such a way, that an adaptive organization is created, and cyber security strengthens the business.

masterclass content

This masterclass starts with providing insights in making and executing the right strategic decisions in a rapidly changing world. What makes one organization more effective than the other in strategy execution? All participants analyze their own organization to understand which factors accelerate and which factors hinder the realization of the strategic course of direction. Underlying organizational mechanisms will become clear.

Next, we will show and discuss how to create a systematic overview, necessary to prioritize short- and long-term ambitions. We immerse ourselves in Strategic Portfolio Management. How do you make underlying dependencies transparent? Building a successful portfolio for today and the future, how do you do that? Practical tools are provided to ensure that overload is reduced, and you realize change from stability. This provides the steppingstone for understanding the role of cyber security as an essential part of the organization's strategy.

During the afternoon we will deep dive into the specific aspects of cyber security. What do your strategic choices imply for the required cyber security capabilities of your organization? How can you bridge the gap between the business and cyber security?

We take a closer look at governance dilemmas and the development of cyber security capabilities. How do you get visibility into the risks and vulnerabilities of your organization? How do these relate to your strategic goals? How can you ensure that cyber security becomes an enabler for your business? What questions do you have to ask as a CxO to get -and keep a grip on- security (even without deep substantive knowledge)? To align security with your strategy and to demonstrate accountability to the company stakeholders.

26-01-23

1 — masterclass morning

lunch

2 — masterclass afternoon

drinks

program

This masterclass uses the latest scientific insights, practical cases and dialogues to illustrate the challenges. The day program consists of:

morning

making and realizing effective strategic decisions

- The challenges and factors of effective strategic decision-making and realization.
- The underlaying organizational mechanisms: what makes you (in)efficient?
- How effective is your organization and where can it improve? Analysis of own organization.

implementing the strategy - setting priorities

- Where to start: create overview and focus.
- A basis for clear choices in reducing overload: what (not) to do.
- How do you make dependencies transparent?

lunch

afternoon

realizing strategic choices with which cyber security strengthens the business

- Insight into the various strategic aspects of cyber security.
- Understand the (governance) dilemmas, and how they play a role within your organization.
- Understand how to align business and cyber security at different levels – from strategy to operation to achieve the goals of today, tomorrow and the future.

setting up cyber security capabilities for a well-oiled machine and digital innovation

- Gain insight into what cyber security capabilities your organization needs and the potential role of certification.
- How does your security posture look like, and what is needed to make cyber security an enabler for the business in the future?
- How do you combine the traditional role of guarding systems and processes with digital business innovation (horizon 1, 2 and 3)?

drinks

executive teachers

Dr. Ben Krutzen

Ben is co-founder of ValueTracks and a seasoned international IT, Security and Privacy executive. He spent 25 years of his career at Royal Dutch Shell, the last 6 years of which as deputy Group CISO. Next to this he was a Risk Advisory Partner at KPMG, and as such consulted large corporations in Europe, the Middle East and Asia. Currently, Ben is devoted to supporting start-ups and scaleups, mainly in the energy transition domain, with their IT, security, and privacy challenges.

Dr. ir. Linda Kester

Linda is founding partner of JigsEye and an award-winning scientific expert in strategic portfolio management. Based on her scientific foundation, Linda has developed pragmatic methodologies to help organizations accelerate their strategies within a context of (digital) innovation and (technological) disruption. Her expertise is continuously creating overview and focus, while safeguarding the strategic alignment in the organization. Linda is also an executive teacher at Nyenrode Business University and the KIN Center for Digital Innovation at VU Amsterdam.

masterclass cyber security as a business enabler

Target group

This masterclass focuses on senior managers and directors with an interest in strategic decision making in the context of technological developments and cyber security.

Masterclass details

Date:	January 26, 2023
Time:	09.30 – 17.00, followed by drinks
Location:	location to be announced (Amsterdam/Utrecht)
Number of participants:	8-15
Price:	€ 995,00 excluding Dutch VAT and including study materials, lunch and drinks

JigsEye B.V. general terms and conditions are applicable. In unforeseen circumstances, JigsEye has the right to cancel or move the masterclass in consultation. In the event of a last-minute cancellation by the participant, 50% will be charged.

Sign up!

We look forward to your participation in this masterclass. Please, send the application to info@jigseye.com stating "masterclass cyber security" with your contact details, function, organization and a short motivation.