

WELCOME TO

HALL & COMPANY
Serving Architects, Engineers and Environmental Consultants

AE RESOURCES WEBINAR

TO INFINITY & BEYOND

Avoiding and managing cyber liability risk in the 21st century



Presented By
Dan Weedin, CIC, CRM
www.DanWeedin.com

© 2012 Dan Weedin. All Rights Reserved

THE Liability Risk of Our Times



© 2012 Dan Weedin. All Rights Reserved

Why Me?



© 2012 Dan Weedin. All Rights Reserved

Today's Agenda

- To gain an understanding of the dangers that cyber liability pose to architects and engineering firms
- To identify the most common cyber perils
- To create a simple, painless approach to managing the risk
- To develop a communications plan for all key stakeholders



© 2012 Dan Weedon. All Rights Reserved

Learning Objective 1

- To gain an understanding of the dangers that cyber liability pose to architects and engineering firms



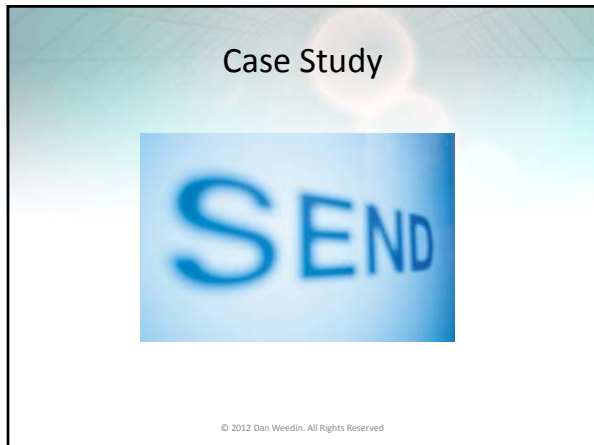
© 2012 Dan Weedon. All Rights Reserved

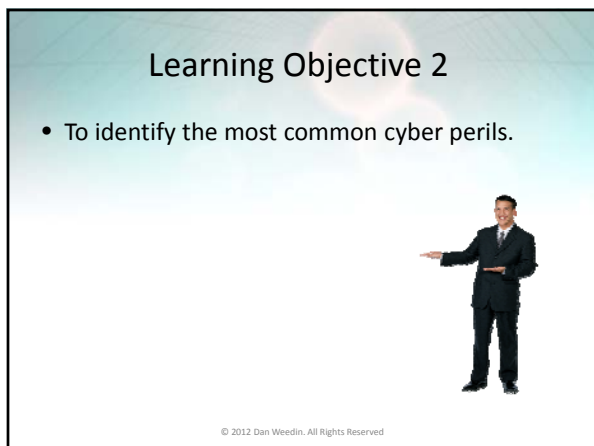
Who's Watching You?



© 2012 Dan Weedon. All Rights Reserved







Perils Include

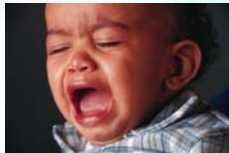
- Theft of Money
- Identity Theft
- Theft of Intellectual Property
- Copyright Infringement
- Cyber Stalking
- Computer Virus
- Third Party



© 2012 Dan Weedon. All Rights Reserved

Consequences Are...

- Penalties & Fines
- Loss of Reputation
- Shattered Morale & Trust
- Lost Time for Key People
- Insurance Deductibles - \$\$
- Rebuilding System
- Restoring Lost Files & Data
- Business Interruption – Lost sales, opportunities and employees



© 2012 Dan Weedon. All Rights Reserved

Learning Objective 3

- To create a simple, painless approach to managing the risk.



© 2012 Dan Weedon. All Rights Reserved

Decisions Made...

- Decisions Made in Real Time are most often very poor.



© 2012 Dan Weedon. All Rights Reserved

Five Step Process

- Step 1 – Determine Your Vulnerability



© 2012 Dan Weedon. All Rights Reserved

Five Step Process

- Step 2 – Create a Triage System



© 2012 Dan Weedon. All Rights Reserved

Five Step Process


- Step 3 – Determine Roles & Responsibilities



© 2012 Dan Weedon. All Rights Reserved

Five Step Process


- Step 4 – Communication Plan



© 2012 Dan Weedon. All Rights Reserved

Five Step Process

- Step 5 – Buy Insurance



© 2012 Dan Weedon. All Rights Reserved


Learning Objective 4

- To develop a communications plan for all key stakeholders.



© 2012 Dan Weedon. All Rights Reserved

Case Study



© 2012 Dan Weedon. All Rights Reserved

Components of a Plan

- Have a voice of the company
- Determine best communication vehicle
- What's your electronic and human redundancy plan?
- Who needs to be contacted and why? Employees/Clients/ Partners/Media/Community?
- Metrics for Success



© 2012 Dan Weedon. All Rights Reserved

Best Practices

- “No comment” worse than terrible truth
- Acknowledge employee uncertainty and fear
- Have an expert “on call”
- No surprises - Know what your requirements are before you need to meet them
- Be aware of scope



© 2012 Dan Weedin. All Rights Reserved

Free Resources on Crisis Leadership



- Dan Weedin, CIC, CRM
- www.DanWeedin.com
- <http://Weedin360.com>
- Twitter – danweedin
- dan@danweedin.com
- Newsletter (register online)



© 2012 Dan Weedin. All Rights Reserved

Last Words...



© 2012 Dan Weedin. All Rights Reserved

Questions?



To request Certificates of Completion go to:
<http://cyberliability.eventbrite.com>

© 2012 Dan Weedon. All Rights Reserved

THANK YOU FOR YOUR TIME AND ATTENTION

HALL & COMPANY
Serving Architects, Engineers and Environmental Consultants

AE RESOURCES WEBINAR

TO INFINITY & BEYOND

Avoiding and managing cyber liability risk in the 21st century



Surveyors Architects Environmental Consultants Structural Engineers Construction Managers
