

# Communication Skills for Incident Response Exercise Slides

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**MONTREAL**

JUNE 4-9, 2023



# Recent Business Email Compromise Incident Details

**Nature of the Incident:** Our organization recently faced a significant security breach through a Business Email Compromise (BEC) attack, which led to substantial financial damages.

**Financial Impact:** Due to the BEC attack, we have suffered an unexpected and substantial financial loss, estimated around a hefty sum of \$500,000.

**Mode of Attack:** In this sophisticated attack, the cybercriminal managed to gain unauthorized access to the email account of our Chief Financial Officer (CFO). This account was strategically chosen due to its authority within the organization.

**Exploitation of Authority:** Leveraging the reputation and decision-making power of the CFO's role, the attacker sent fraudulent communications to our Accounts Payable department, requesting them to process a substantial payment.

**False Invoice:** The payment was requested for what was presented as a legitimate invoice for business services. On face value and due to the apparent source of the request, the invoice was processed without additional scrutiny.

**Discovery of Fraud:** Upon subsequent investigation and in-depth analysis, the invoice was found to be a fabrication – a masterfully crafted counterfeit designed to deceive our financial controls.

**Payment Misdirection:** The payment made by our organization, in good faith, was unfortunately directed towards a bank account fully controlled by the cybercriminal.

**Current Status:** We are currently in the process of conducting a comprehensive review of this incident. We are focused on identifying the security gaps that allowed this incident to occur and working on substantial improvements in our email protocols and security measures to prevent such financial and reputational damage in the future.

# Relevance of Technical Information to Executives

How would you explain the relevance of these concepts to a Chief Financial Officer:

- Zero Day Exploit
- Advanced Persistent Threats (APT)
- End-point Protection

# Develop a list of factors that can be used to evaluate credibility of a source

Example:

- **Author/Source Expertise:**

What are the author's qualifications?

Are they an expert in the field?

Do they have the relevant experience or credentials to speak authoritatively on the subject?

# Overcome Objections

Prepare a list of common objections or concerns that a non-technical person might have about implementing a particular cybersecurity measure (cost, inconvenience, disruption to business, etc.).

In pairs or small groups, have one participant act as the technical expert advocating for the measure, while the other participants raise the objections. The 'expert' must use their persuasive skills to address each concern. After the role-play, discuss the effectiveness of the persuasion strategies used.

# Identify needs for executives

Divided into groups, and each group will focus on a specific executive role.

Create a brief profile detailing the needs and knowledge gaps of that role.

How would you tailor a cybersecurity message for the role?

## Executive Roles

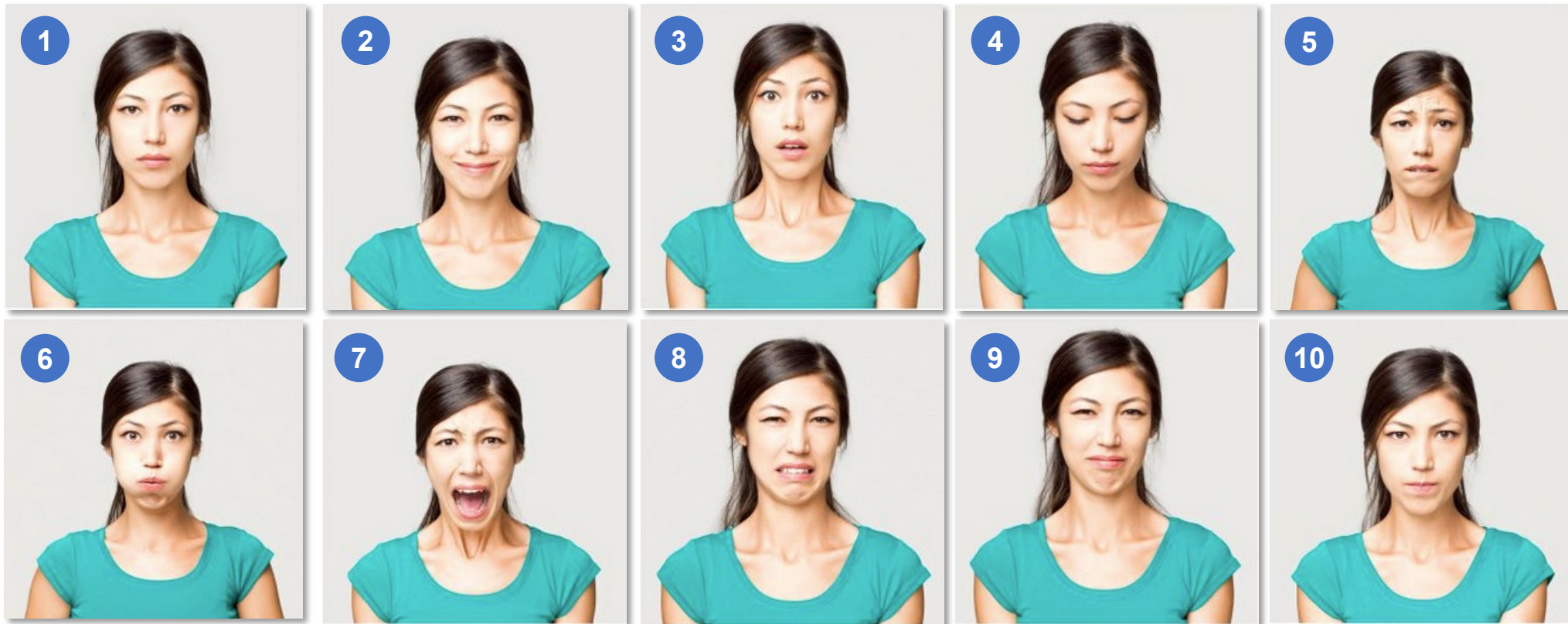
- Chief Financial Officer (CFO)
- General Counsel
- VP of Human Resources
- VP of Public Relations
- SVP of Marketing
- Chief Operating Officer (COO)
- Chair of the Board Audit Committee

# Non-Verbal Communication Exercise

Consider non-verbal body language that might help you establish a presence in front of an audience and what might make it more difficult.

Give examples of good and bad body language.

# What do these facial expressions mean?



What would you, as a speaker, do if you saw them in your audience members?



# Ransomware Incident Impacting Company

- Incident Date: April 15, 2023

Targeted Organization: Acme Cyber Solutions

Ransomware Variant: CryptoLock 2.0

Initial Attack Vector: Phishing Email with Malicious Attachment

Attack Impact:

- Encryption of critical files and systems
- Disruption of business operations
- Loss of access to customer data
- Financial damages due to downtime
- Reputational damage

Extortion Demands:

- Bitcoin payment of 100,000 USD
- 48-hour deadline for payment
- Threat of increased ransom amount or data leak

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# Powerpoint Essentials Slides

# PowerPoint Essentials

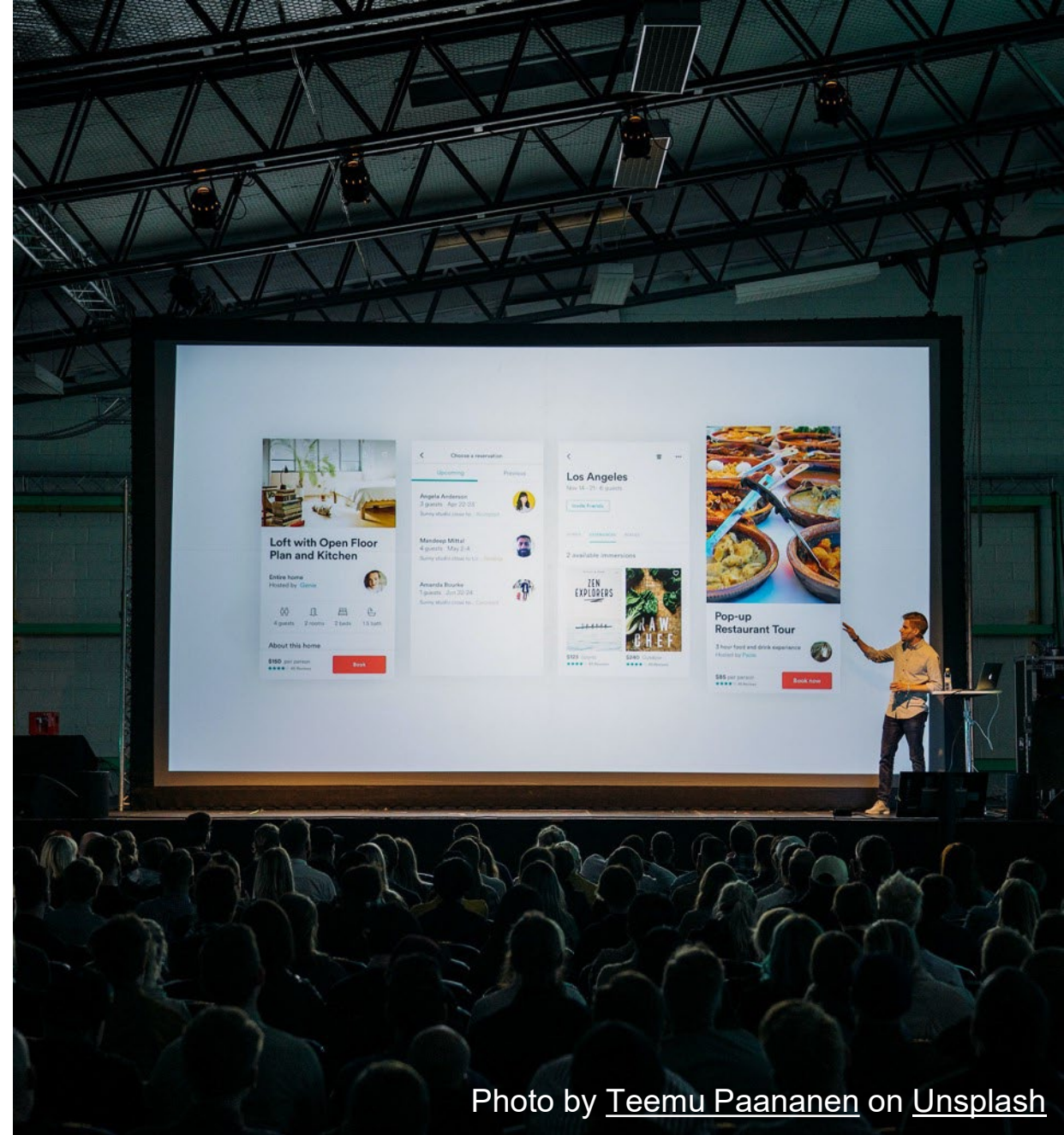
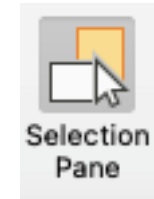
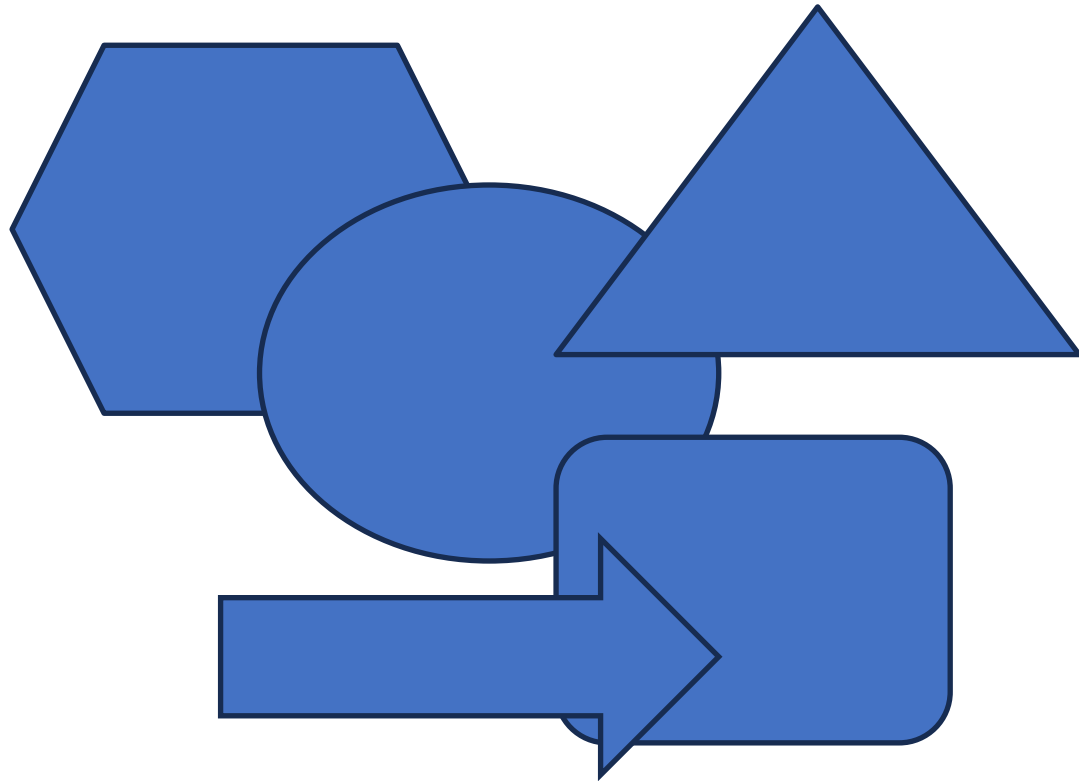


Photo by [Teemu Paananen](#) on [Unsplash](#)

# Selection Pane



**Selection Pane**

Show All Hide All

Right Arrow 8		
Triangle 7		
Rounded Rectangle 6		
Oval 5		
Hexagon 4		
Picture 3		
Title 1		

# Consistent Fonts and Colors

■ Incident Date: **April 15, 2023**

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# Use High Quality Images



# While we are talking about images

- Random text
- Random text



# While we are talking about images

- Random text
- Random text





# Crop to Shape



Picture Format Accessibility Tell me

Crop

Crop to Shape

Aspect Ratio

Fill

Fit

Rectangles

Basic Shapes

Block Arrows

Equation Shapes

Flowchart

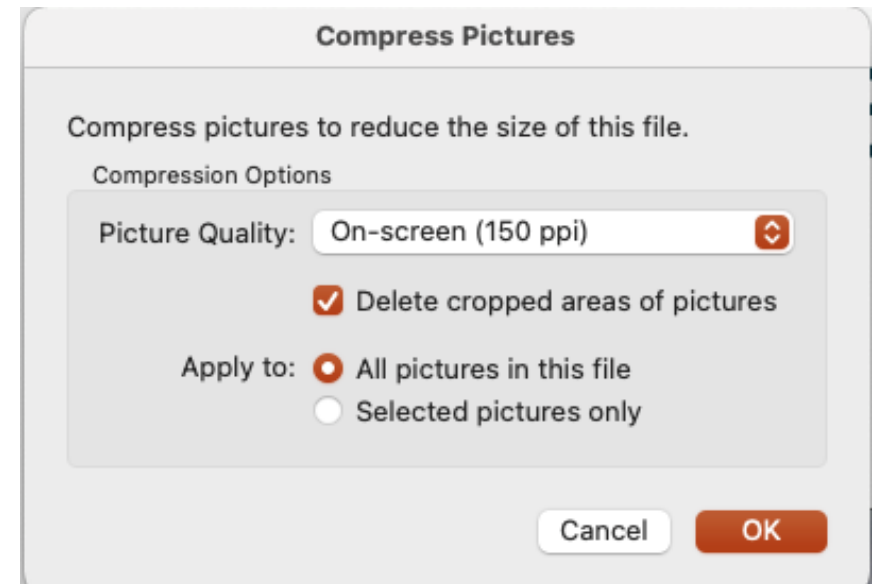
The image shows the Microsoft Office ribbon interface for the 'Picture Format' tab. The 'Crop' dropdown menu is open, showing options: 'Crop', 'Crop to Shape', 'Aspect Ratio', 'Fill', and 'Fit'. The 'Crop to Shape' option is highlighted in red. Below the ribbon, a grid of shape options is visible, categorized into Rectangles, Basic Shapes, Block Arrows, Equation Shapes, and Flowchart. The 'Crop to Shape' option is selected, and the 'Crop to Shape' option is highlighted in red.

# Compress Media

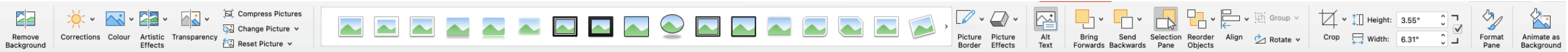


## Picture Format Tab

 Compress Pictures



# Picture Tools



**Format...**

No fill  
 Solid fill  
 Gradient fill  
 Picture or texture fill  
 Pattern fill  
 Slide background fill

No line  
 Solid line  
 Gradient line

**Format...**

**Shadow**

Presets: [Dropdown]  
 Colour: [Dropdown]  
 Transparency: [Slider]  
 Size: [Slider]  
 Blur: [Slider]  
 Angle: [Slider]  
 Distance: [Slider]

> Reflection  
 > Glow  
 > Soft Edges  
 > 3D Format  
 > 3D Rotation  
 > Artistic Effects

**Format...**

**Size**

Height: 4.95"  
 Width: 2.99"  
 Rotation: 0°  
 Scale Height: 74%  
 Scale Width: 74%

Lock aspect ratio  
 Relative to original picture size  
 Best scale for slide show

Resolution: 640 x 480

**Original size**

Height: 6.72" Width: 4.06"

[Reset]

> Position  
 > Text Box

**Format...**

**Picture Corrections**

**Sharpen/Soften**

Presets: [Dropdown]  
 Sharpness: [Slider] 0%

**Brightness/Contrast**

Presets: [Dropdown]  
 Brightness: [Slider] 0%  
 Contrast: [Slider] 0%

[Reset]

> Picture Colour  
 > Picture Transparency

**Crop**

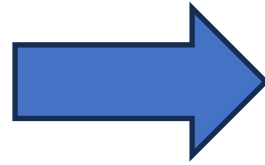
**Picture position**

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 Height: 4.95"  
 Offset X: 0"  
 Offset Y: 0"

**Crop position**

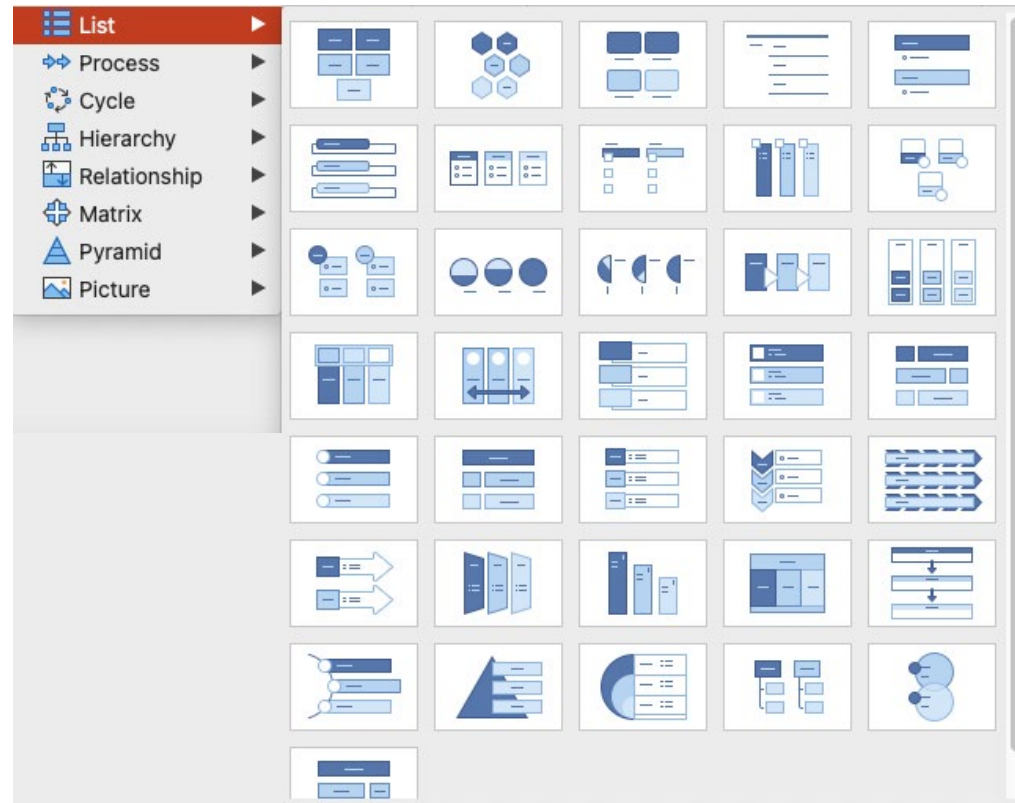
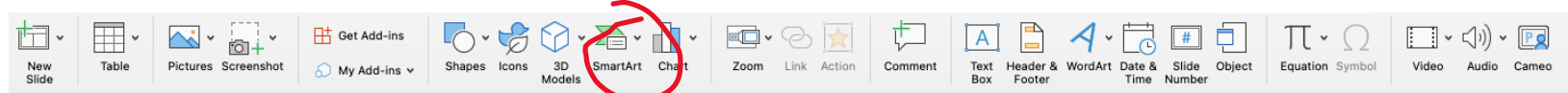
Width: 2.76"  
 Height: 4.95"  
 Left: 6.58"  
 Top: 1.76"

# Removing Background



# SmartArt

## Insert Tab



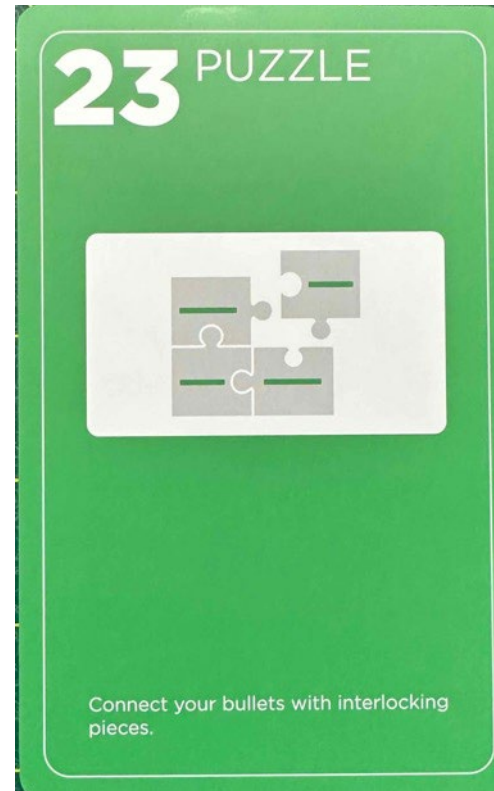
Foxes

Chickens

Wolves

Bears

# Better Deck Deck



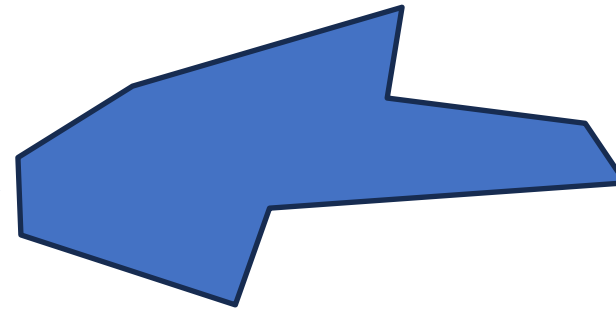
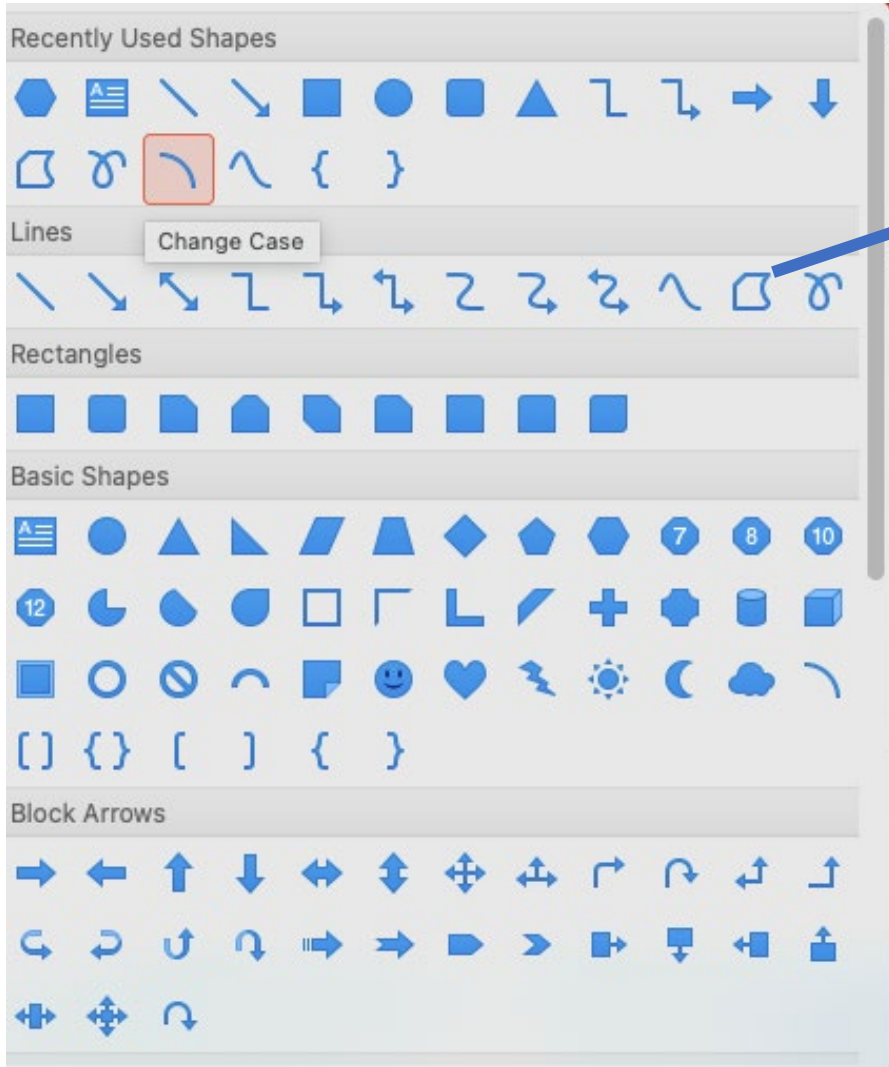
# Other Alternatives

The screenshot shows the SketchBubble website interface. At the top, there is a navigation bar with the SketchBubble logo and links for 'PLANS & PRICING', 'NEW PRODUCTS', 'DIAGRAM FINDER', and 'SUPPORT'. Below this is a search bar containing the text 'roadmap' and a 'Diagram Finder' button. A sidebar on the left lists various categories like 'Templates', 'Diagrams & Charts', 'People & Objects', 'Shapes', 'Maps', 'Apple Keynote', 'Google Slides', 'Bundles', and 'Free Templates'. The main content area displays search results for 'Roadmap' templates, including 'Roadmap - Free Download (7 Editable Slides)', 'Roadmap Timeline (8 Editable Slides)', 'Success Roadmap (4 Editable Slides)', 'Automation Roadmap (3 Editable Slides)', 'Product Roadmap (8 Editable Slides)', and 'Roadmap (14 Editable Slides)'. Each result includes a thumbnail image of the template and a 'VIEW DETAILS' button.

The screenshot shows a presentation slide titled '5 ITEMS LIST' with the subtitle 'Enter your sub headline here'. The slide features five numbered items, each with a blue rounded rectangular background and white text: '1 Sample text goes here, replace it with your own text.', '2 Sample text goes here, replace it with your own text.', '3 Sample text goes here, replace it with your own text.', '4 Sample text goes here, replace it with your own text.', and '5 Sample text goes here, replace it with your own text.'. The slide is displayed in a software interface with a top toolbar containing various icons and a left sidebar with slide thumbnails.

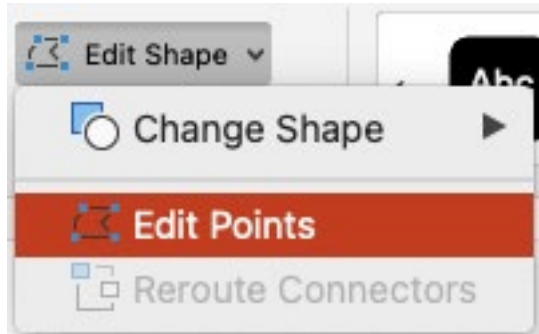


# Custom Shapes - 1



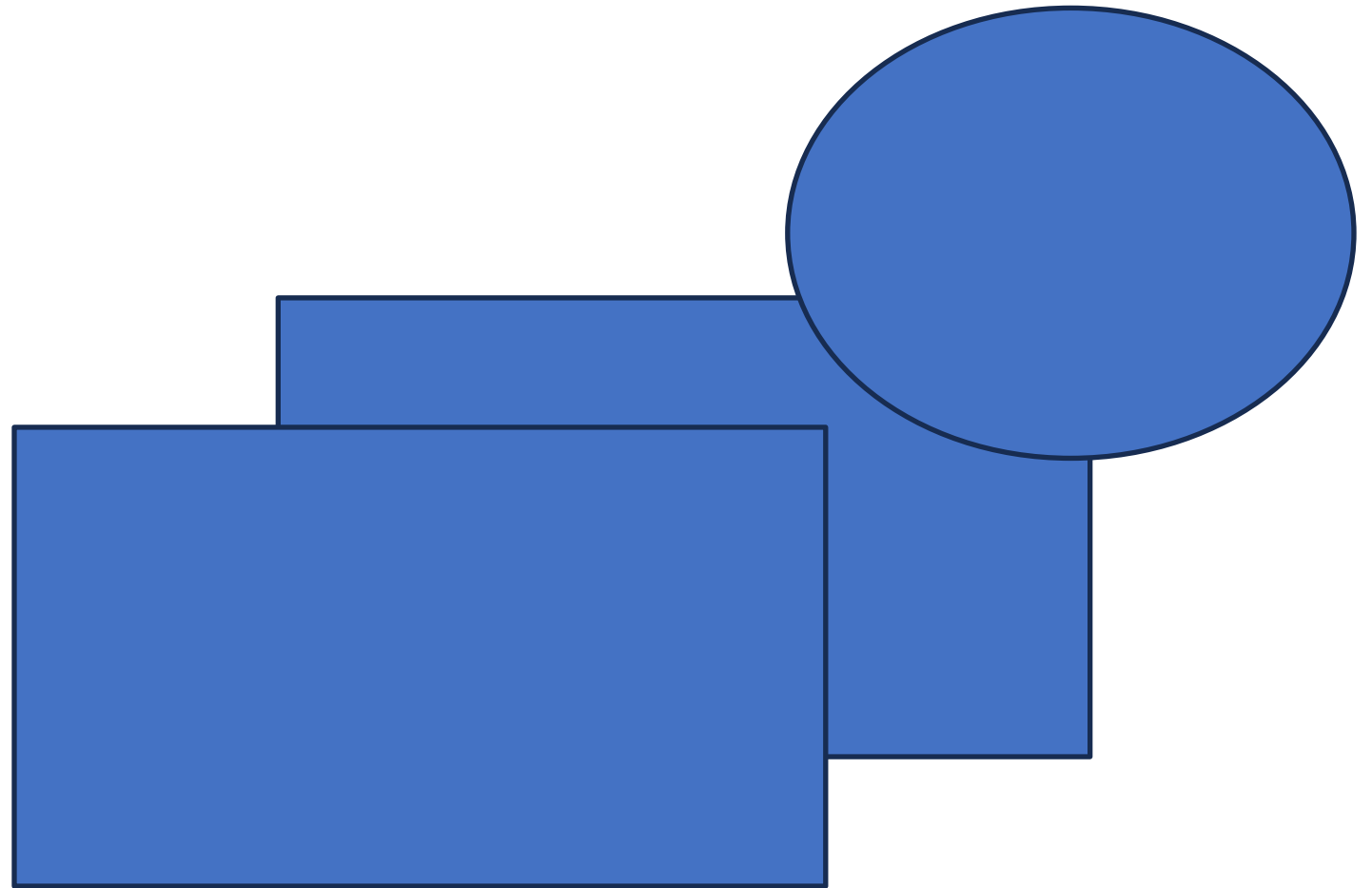
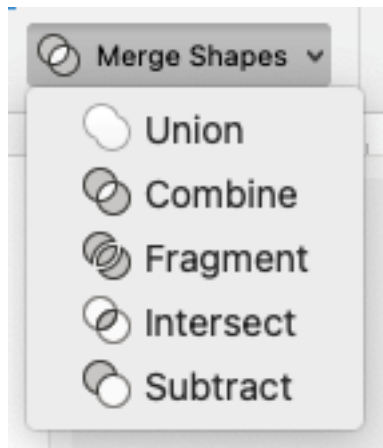
# Custom Shapes - 2

Shape Format



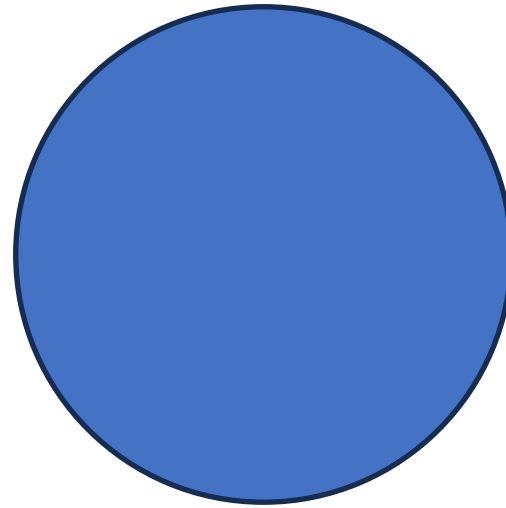
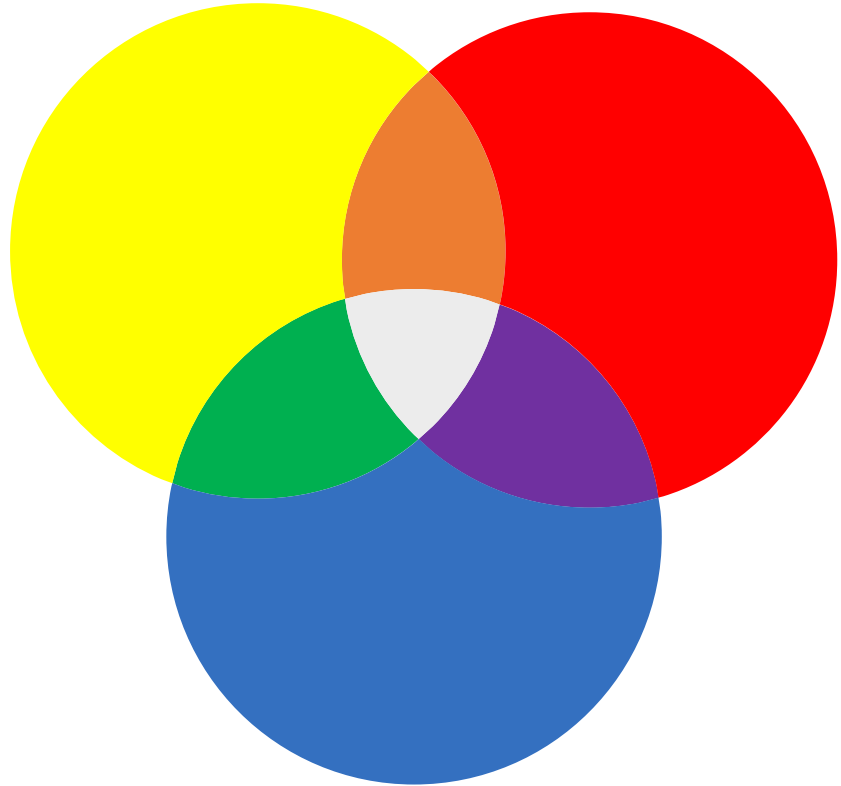
# Custom Shapes

Shape Format Tab



<https://support.microsoft.com/en-us/office/draw-a-picture-by-combining-and-merging-shapes-2c9ce121-7b28-46ed-aec9-eae20cdddb15>

# Custom Shapes



# Distributing Objects

1

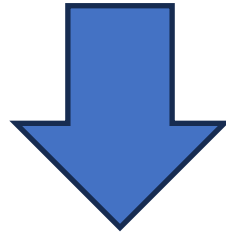
2

3

4

5

6



1

2

3

4

5

6

# Use Notes Section

## Attention Statement

Create  
Interest

Contextual  
Relevance

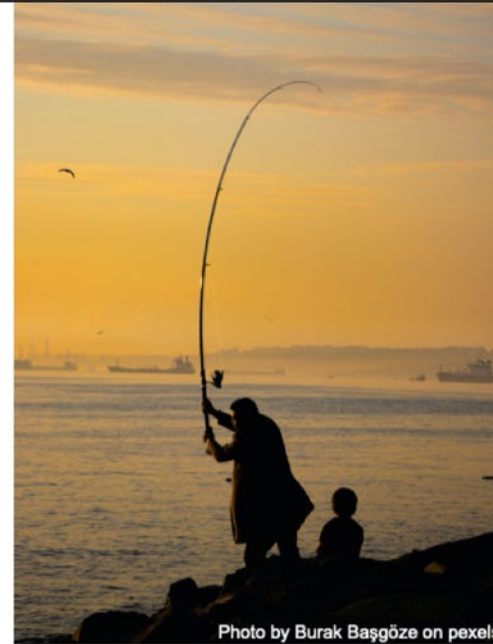


Photo by Burak Başgöze on pexels

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Attention Statement: The message begins with a compelling statement or question to engage the audience's interest.

- **Creating Interest:** Use striking facts, compelling questions, or relevant anecdotes to hook the audience.
- **Contextual Relevance:** The statement should be relatable to the audience and relevant to the topic at hand.

# Use Notes Section

## Attention Statement

Create Interest

Contextual Relevance

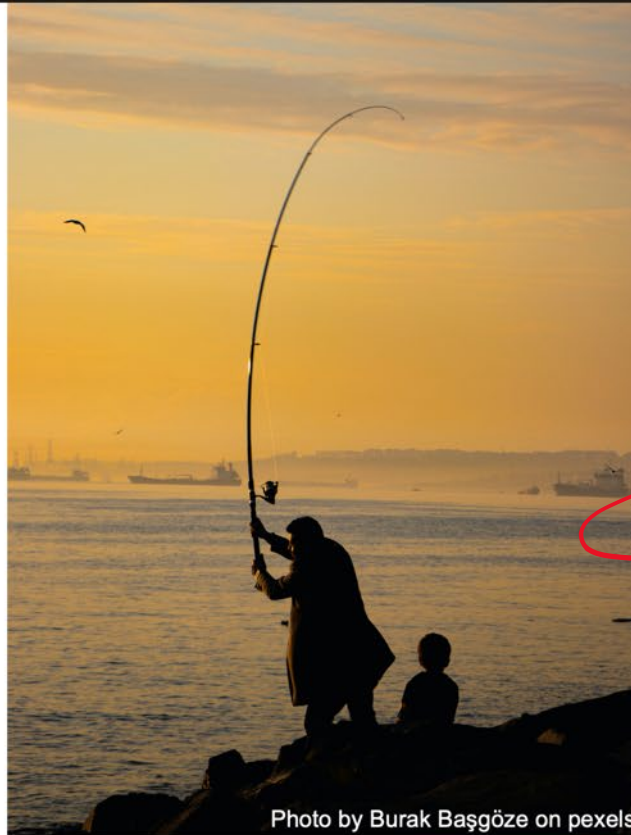


Photo by Burak Başgöze on pexels

## Introduction

Purpose Clarification

Roadmap

Significance



Photo by Stephen Monroe on Unsplash

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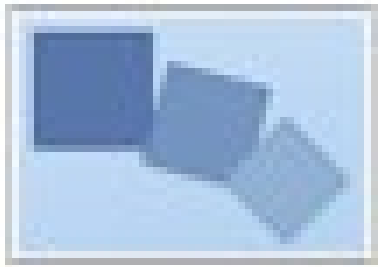
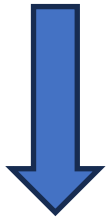
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Slide 24 of 106

# Transitions



Morph



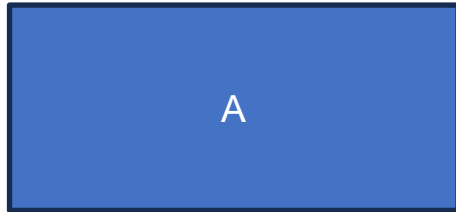
# Example 1

A

B

C

# Example 1



- 1
- 2
- 3
- 4



# Example 1

A

B

- 5
- 6
- 7
- 8

C

# Example 1

A

B

C

- 9
- 10
- 11
- 12

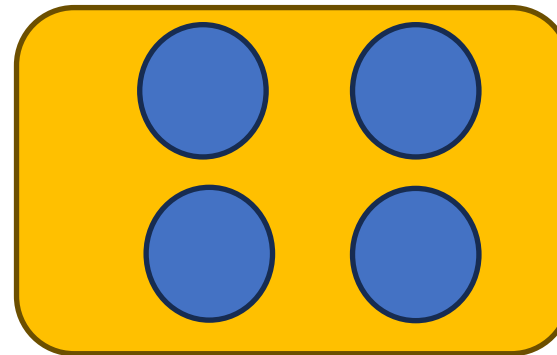
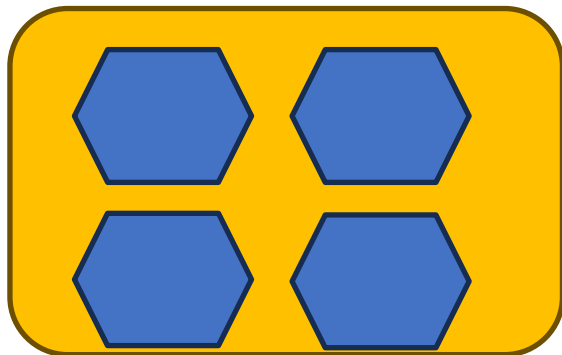
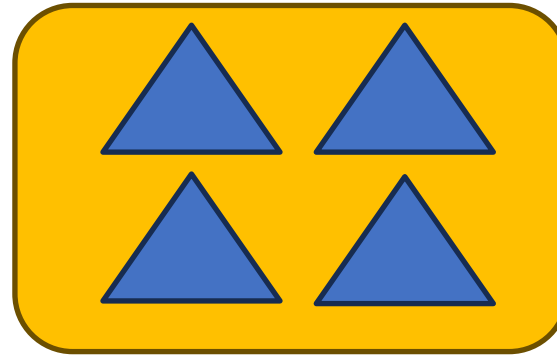
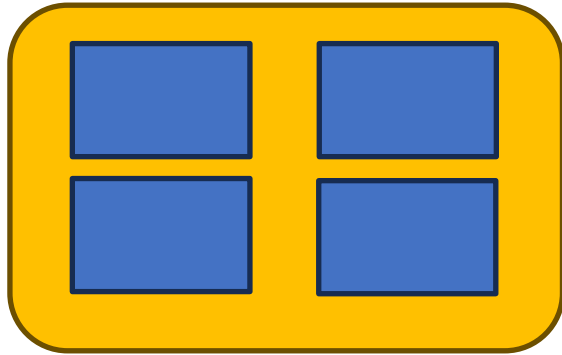
# Example 1

A

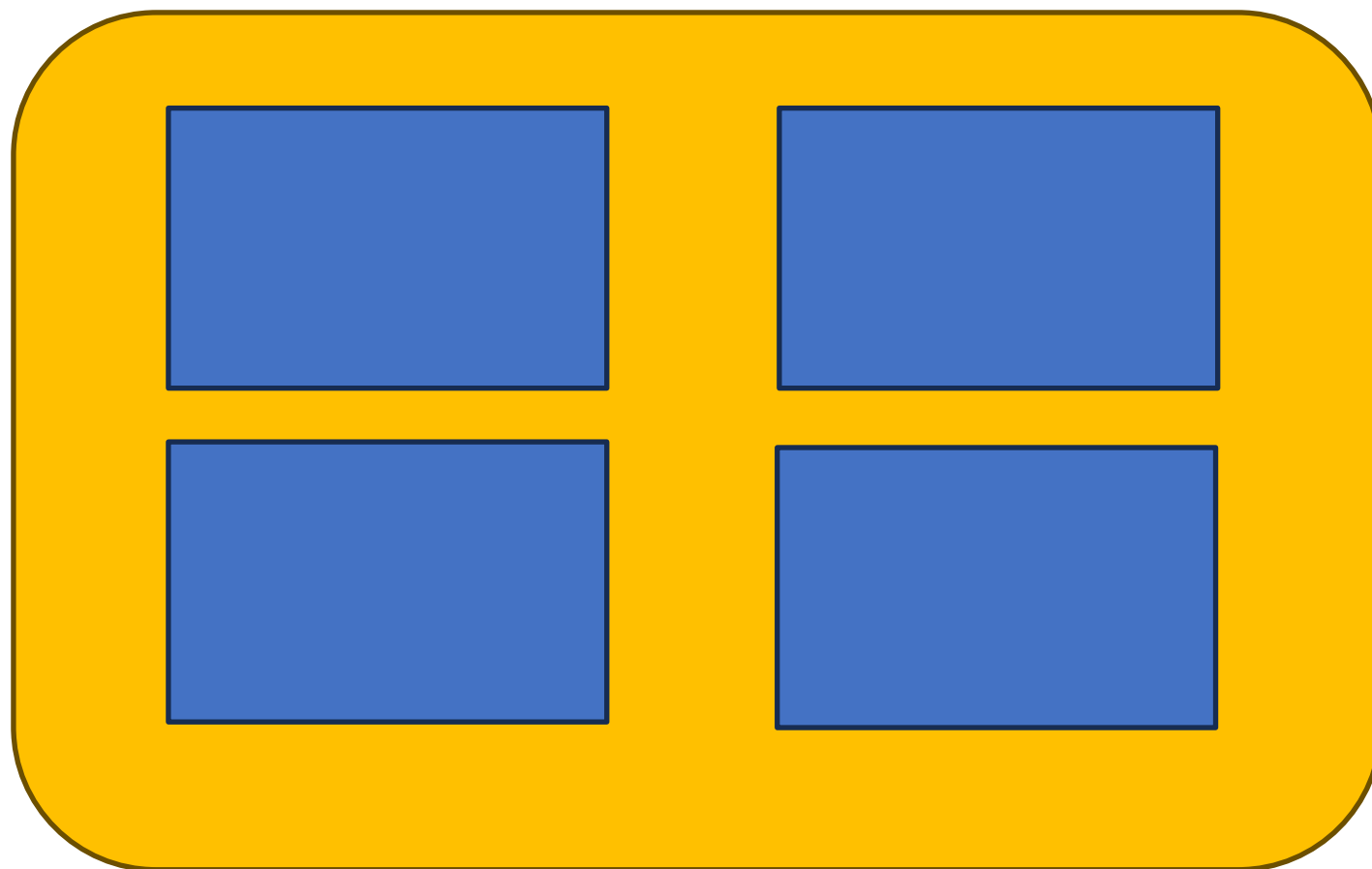
B

C

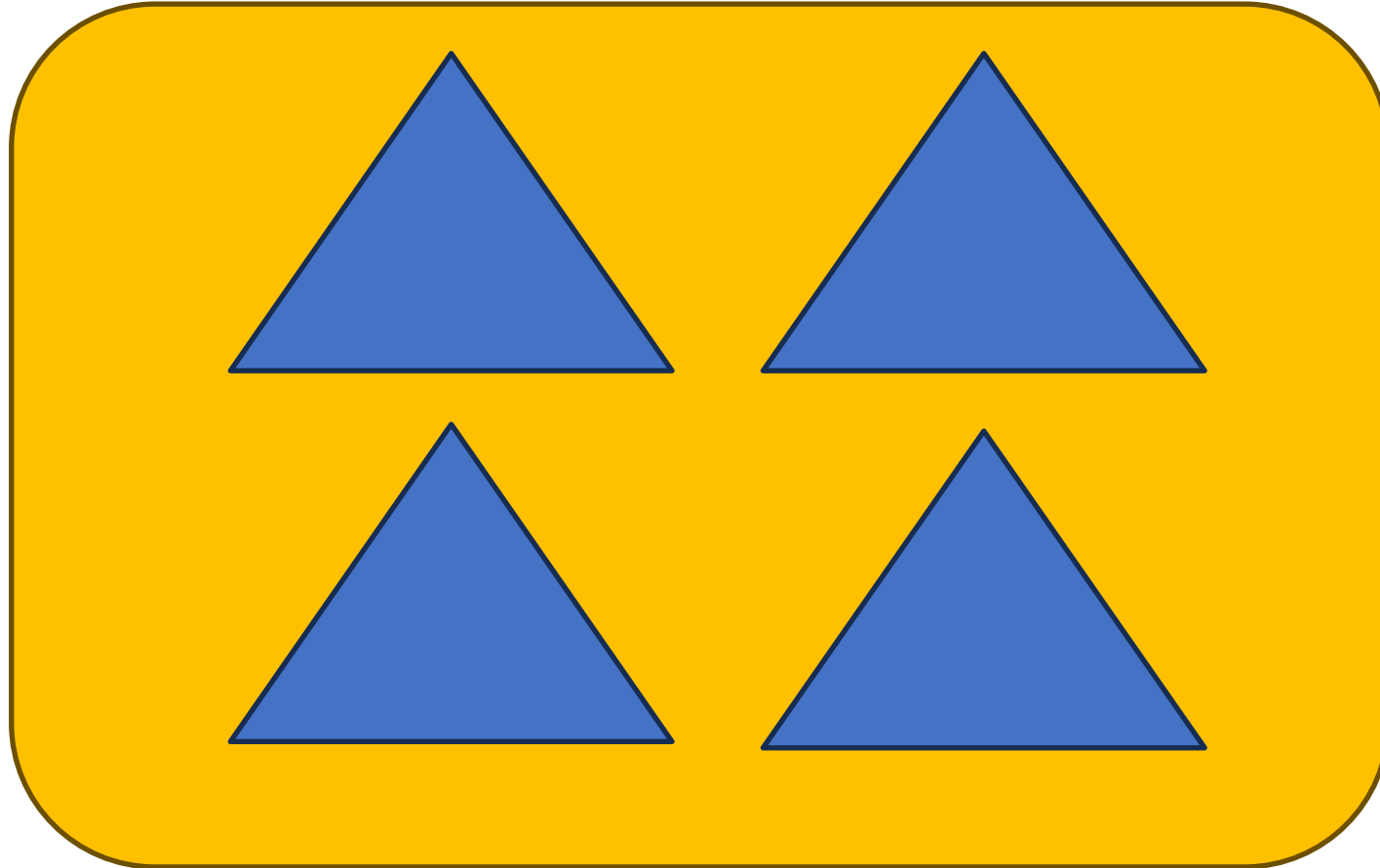
# Example 2



# Example 2

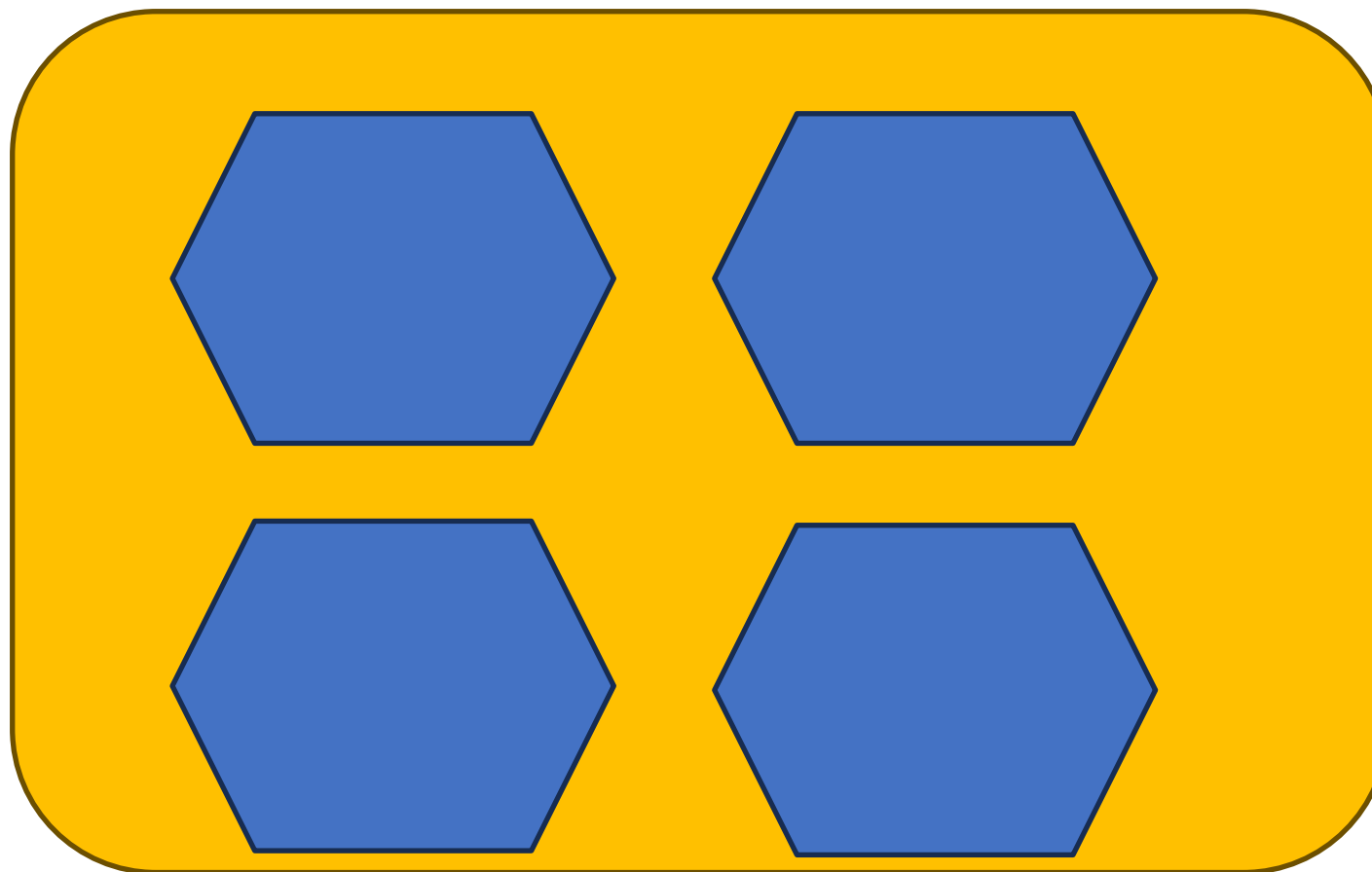


# Example 2

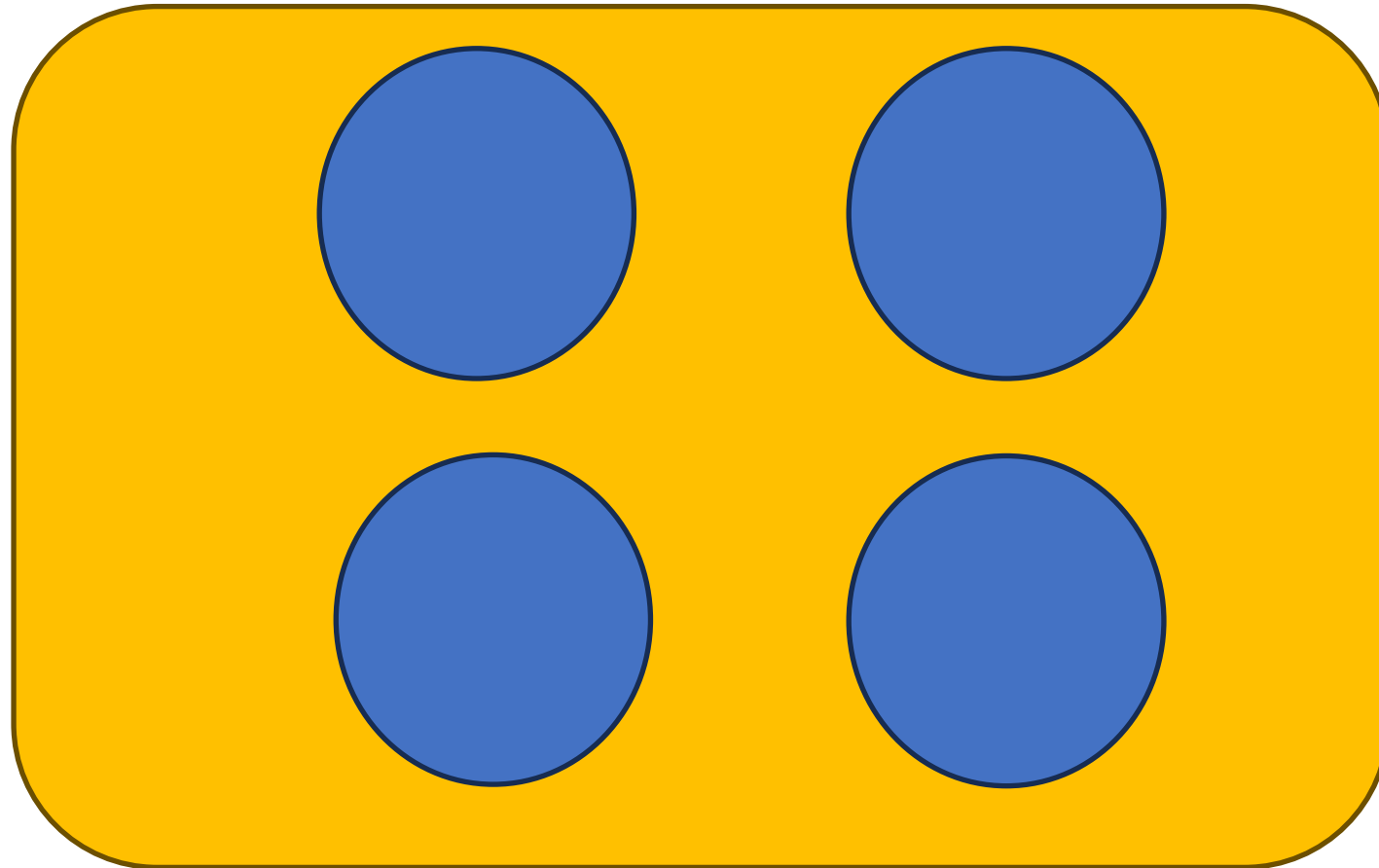




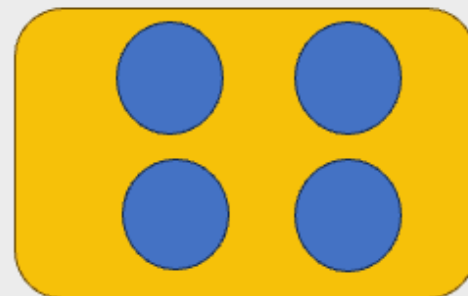
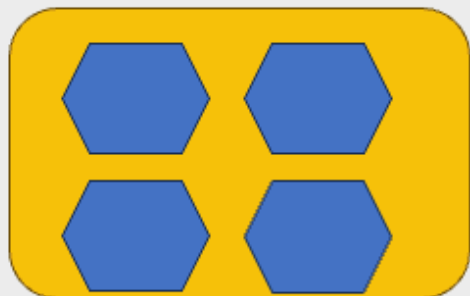
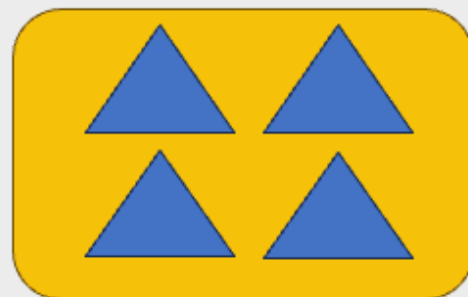
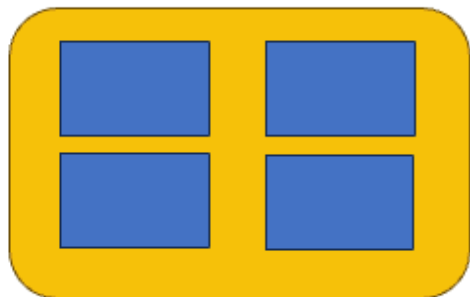
# Example 2

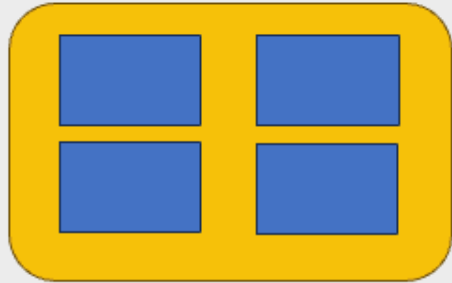


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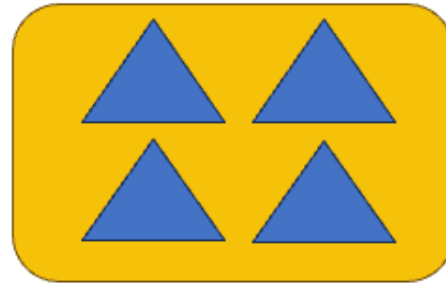


Example 2



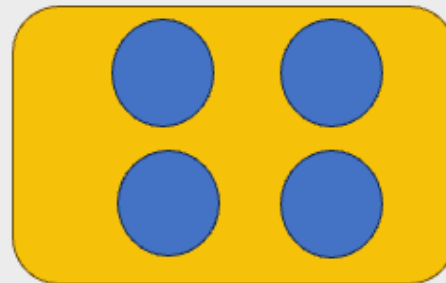
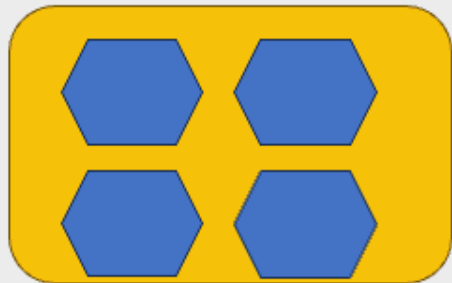


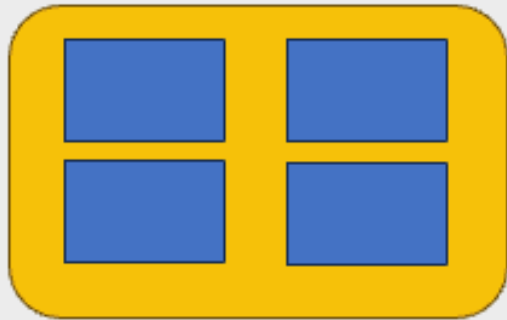
Example 2



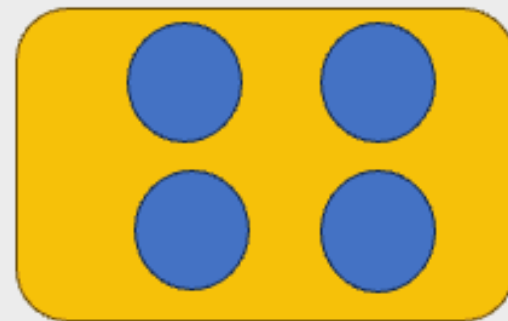
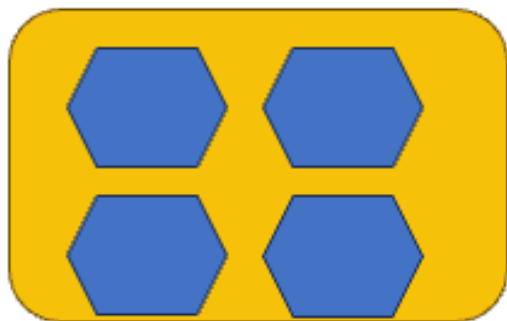
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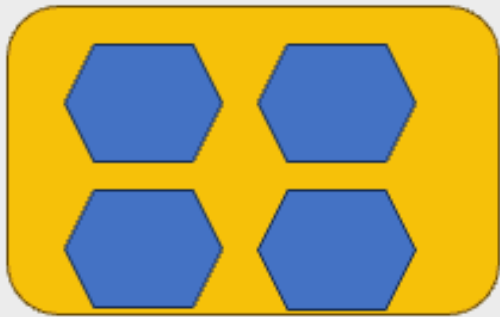
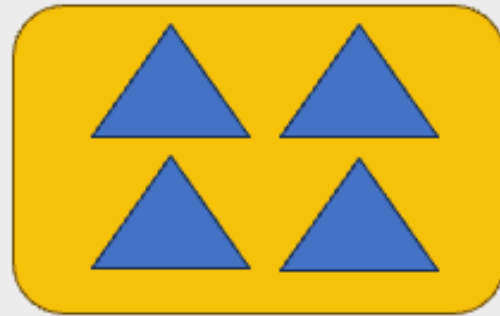
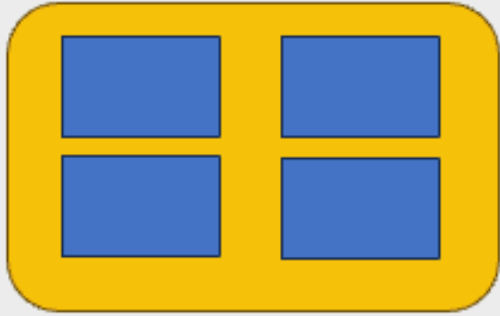


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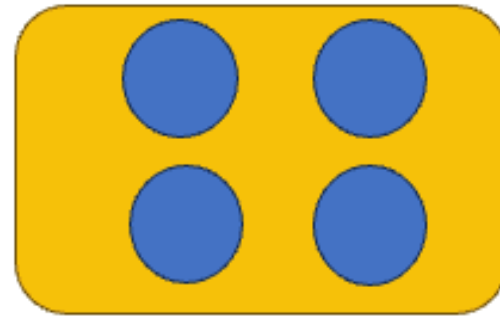


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Example 2

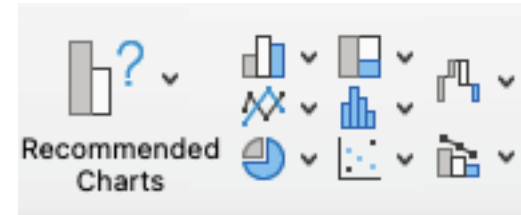


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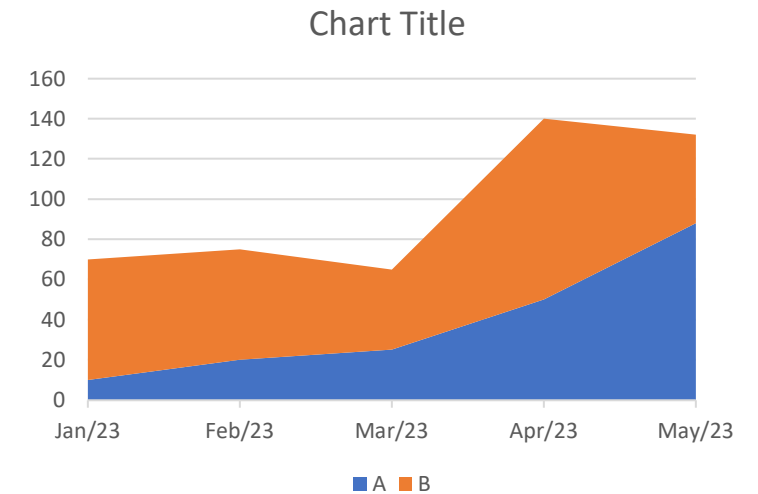
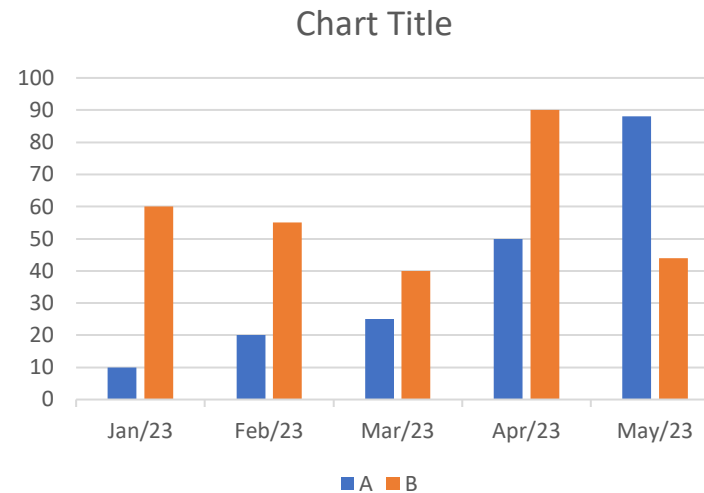
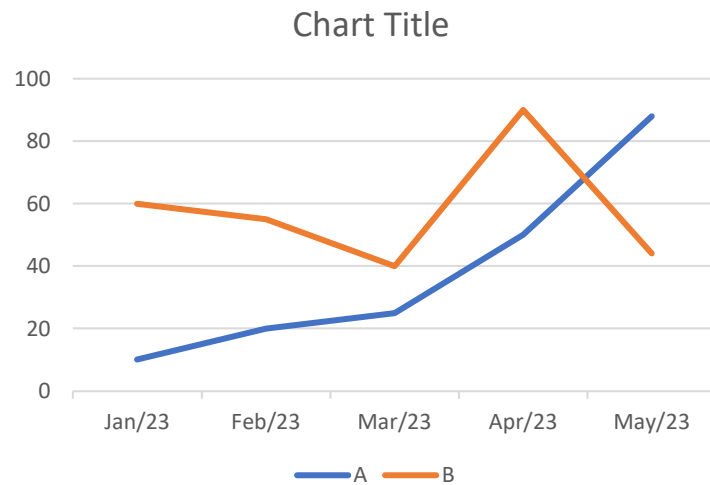
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# Charts and Graphs

# What type of chart?

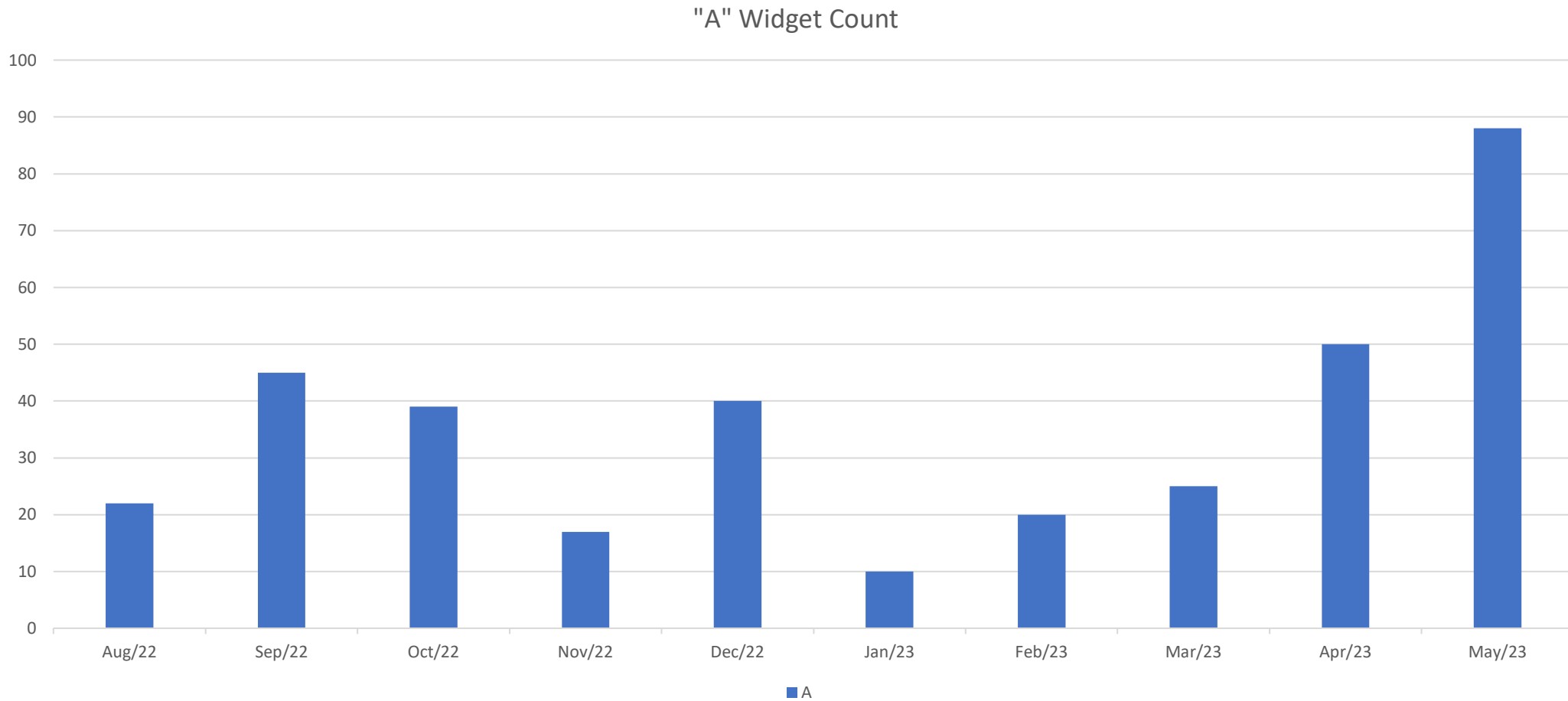


	A	B
Jan-23	10	60
Feb-23	20	55
Mar-23	25	40
Apr-23	50	90
May-23	88	44



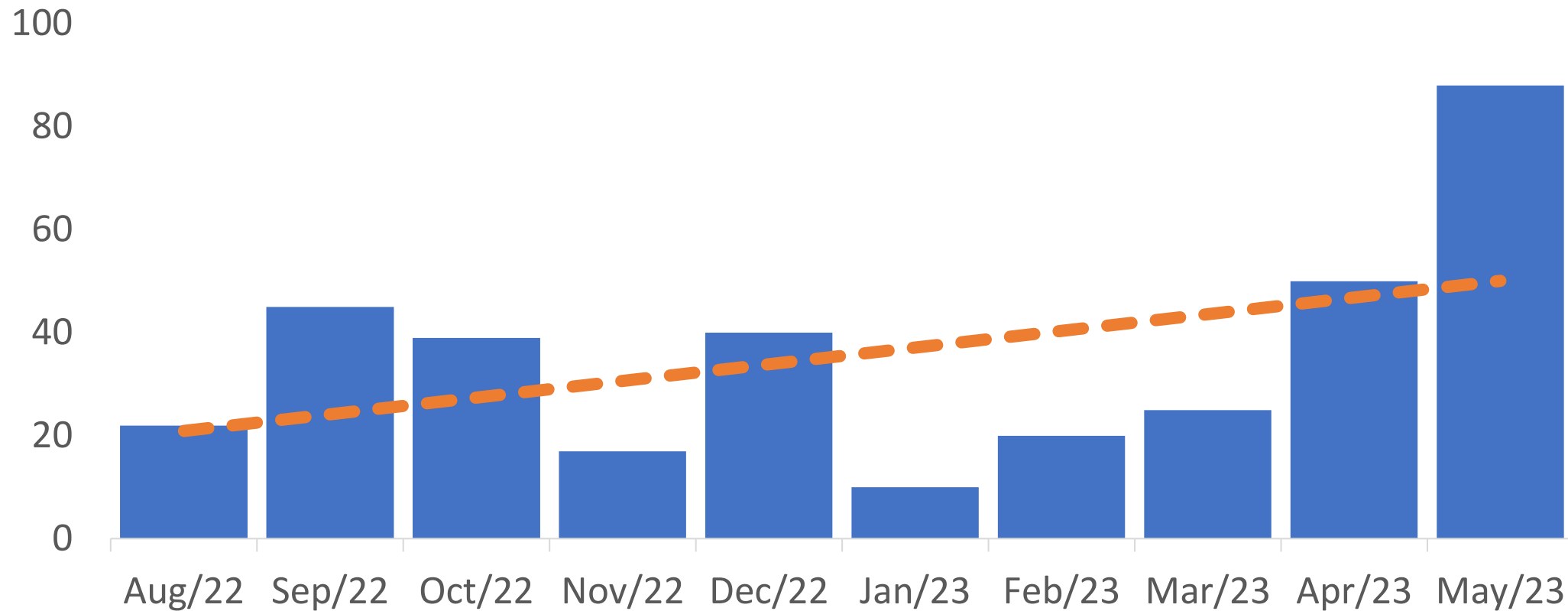


# Keep Charts Simple!



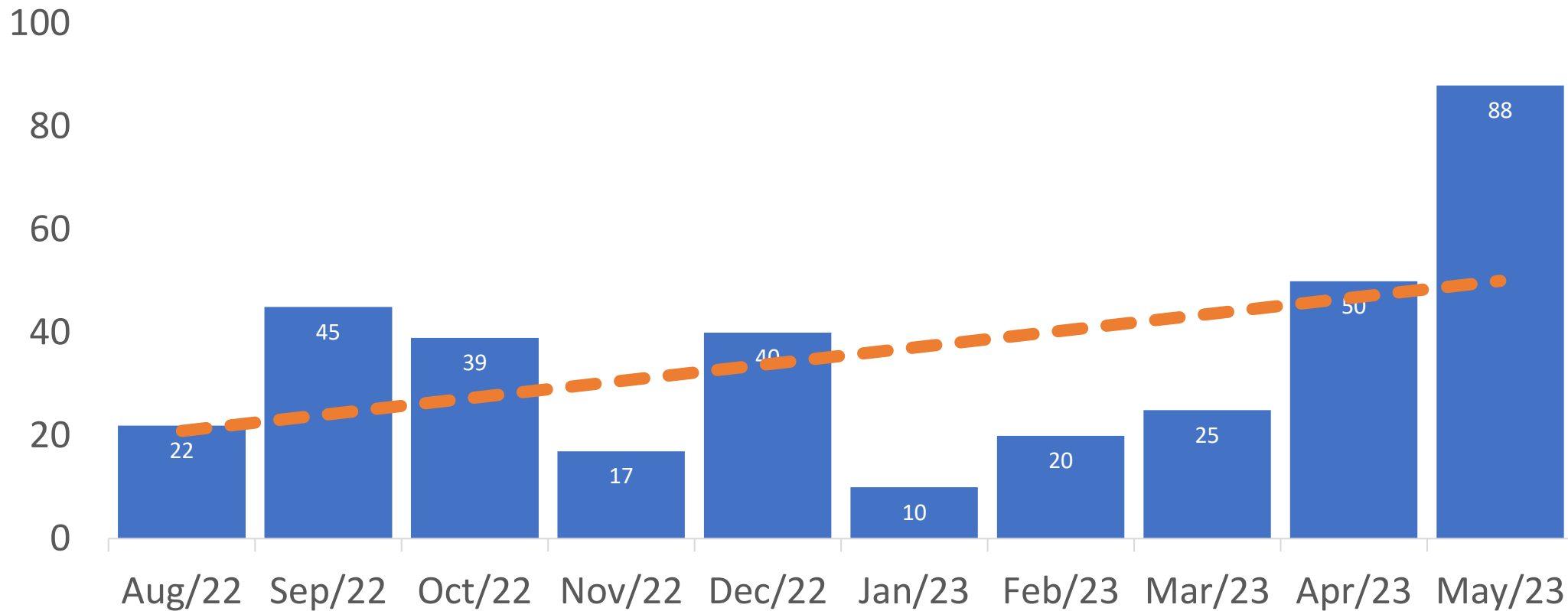
# Keep Charts Simple!

"A" Widget Count



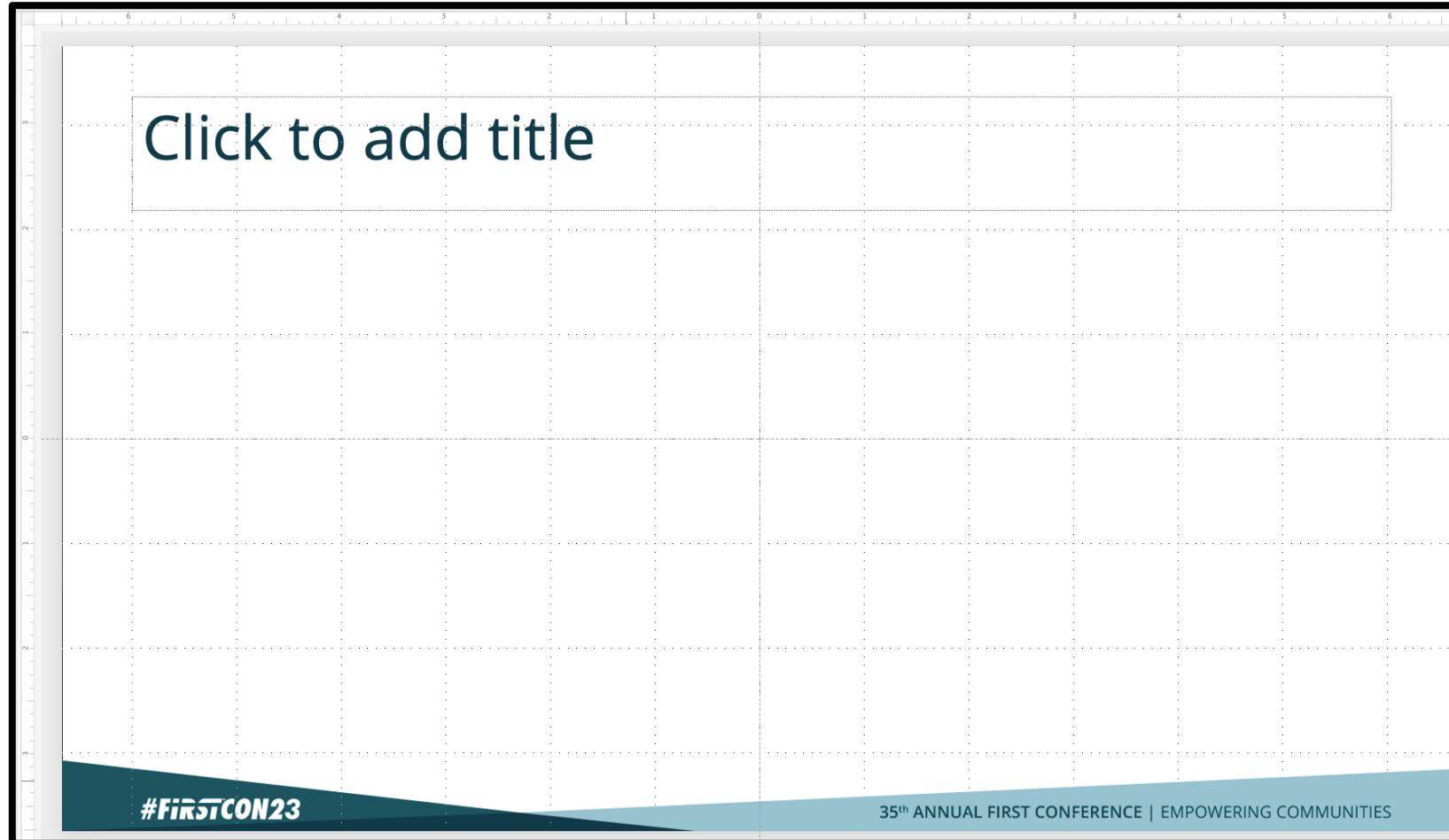
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"A" Widget Count

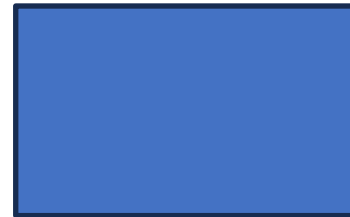
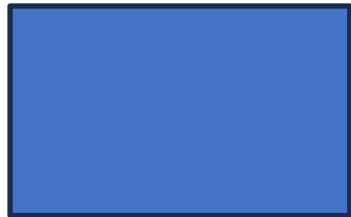
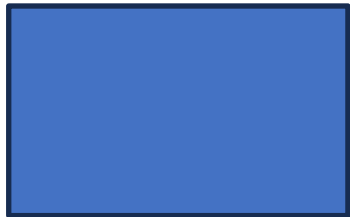


# Rulers, Gridlines, Guides

- Ruler
- Gridlines
- Guides



# Example of using Guides



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Thank you!