

Creating a Culture of Cyber Awareness

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City of Greenwood Village



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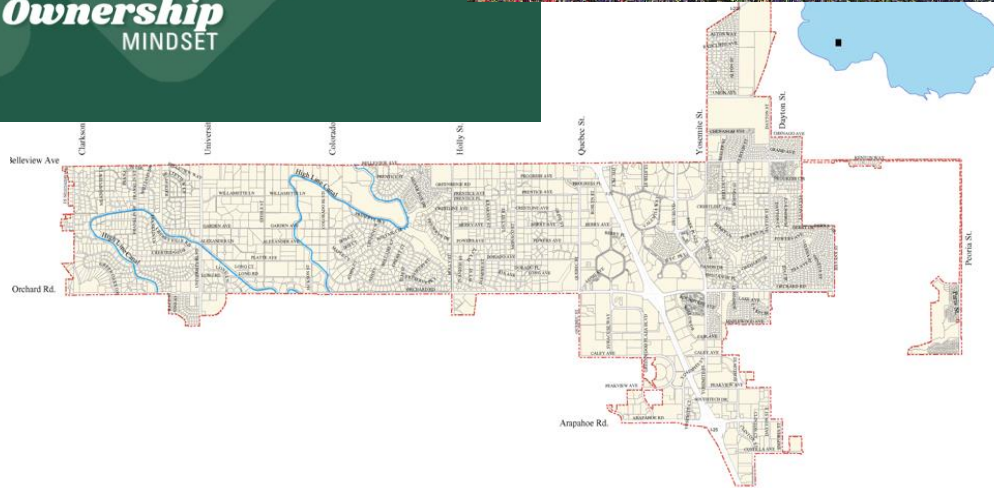
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Today's Agenda

- Cybersecurity as part of organizational culture
- About Greenwood Village
- Threats you need to know
- Actions Greenwood Village implemented

About Greenwood Village

WE BUILD **Relationships**
WE EMBRACE AN **Ownership**
WE ACT WITH **Integrity** MINDSET



- 8 sq miles in the Denver Metro Area
- Home to Denver Tech Center
- 17,000 residents, 50,000 commuters
- 250 Employees
- Organization Values
 - Relationships
 - Ownership
 - Integrity

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Our Transformation

- Increased cybersecurity defenses with new technologies and services
- Created a culture where *everyone* is responsible
- Implemented training and awareness
- Focused on email security
- Simple actions to prevent cyber attacks

Elements of our Comprehensive Protection Strategy



Protection Technologies



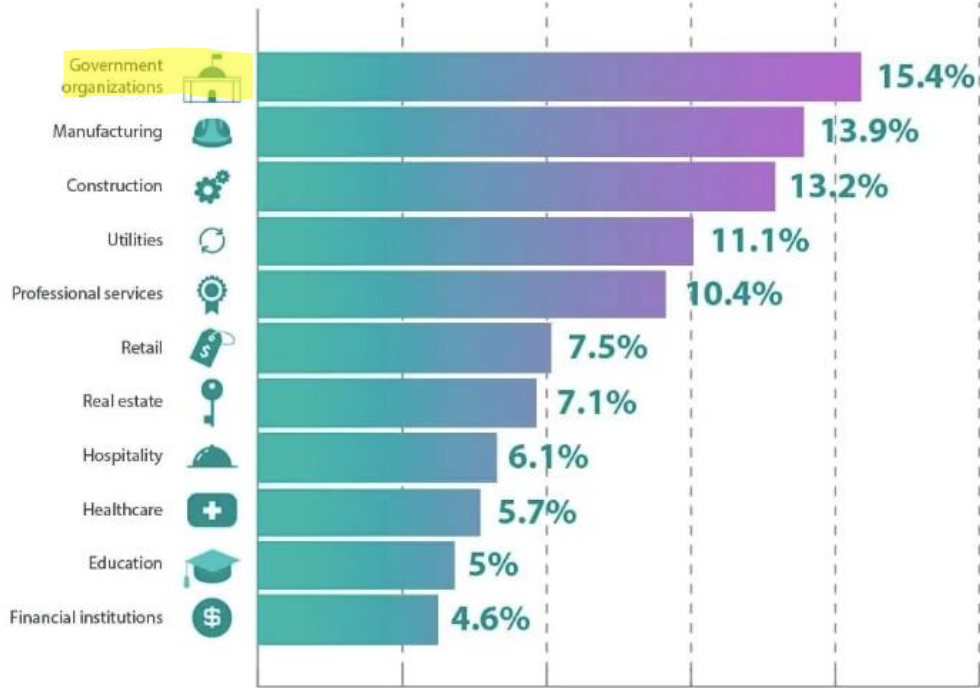
Training and Awareness



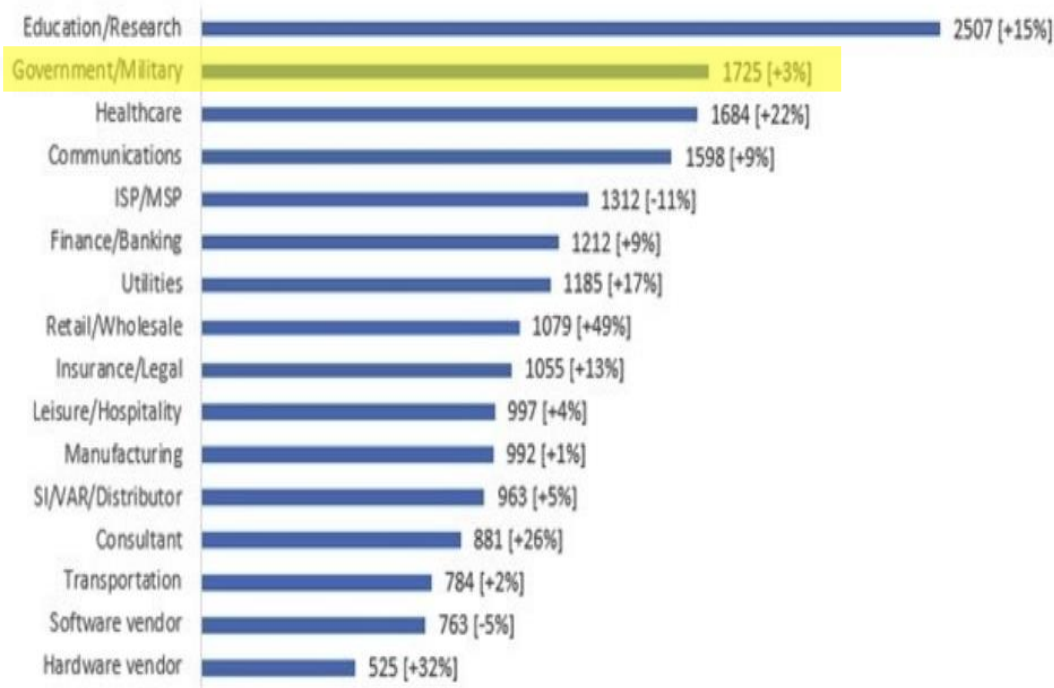
Respond and Recovery

Governments lead most attacked industries

INDUSTRIES IN NORTH AMERICA REPORTING RANSOM ATTACKS IN THE LAST YEAR



Global Avg. Weekly Cyber Attacks Per Industry (2022 Q1 Compare to 2023 Q1)



Percentage of all reported incidents caused by ransomware



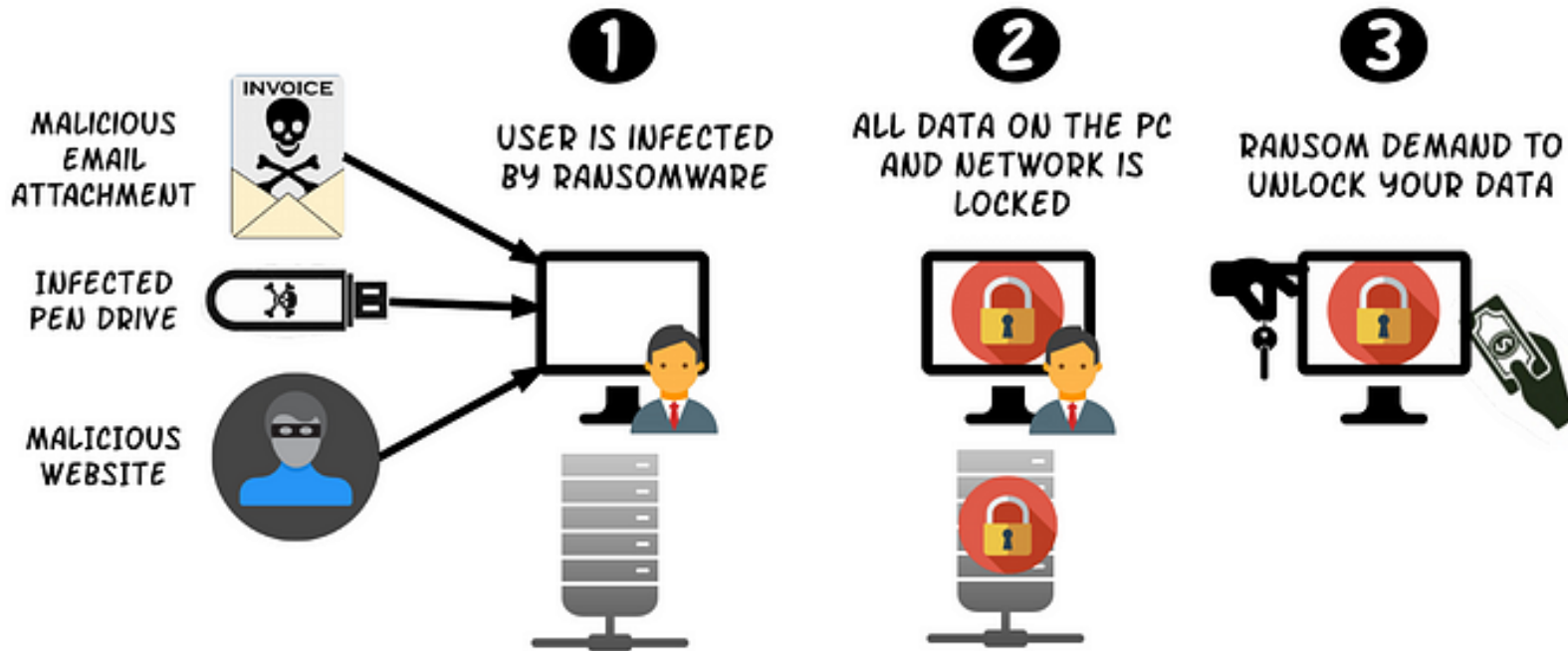
Education and research are the industries at most risk from cyberattacks.

Source: World Economic Forum

Image: Checkpoint

Ransomware: Biggest Threat to Government

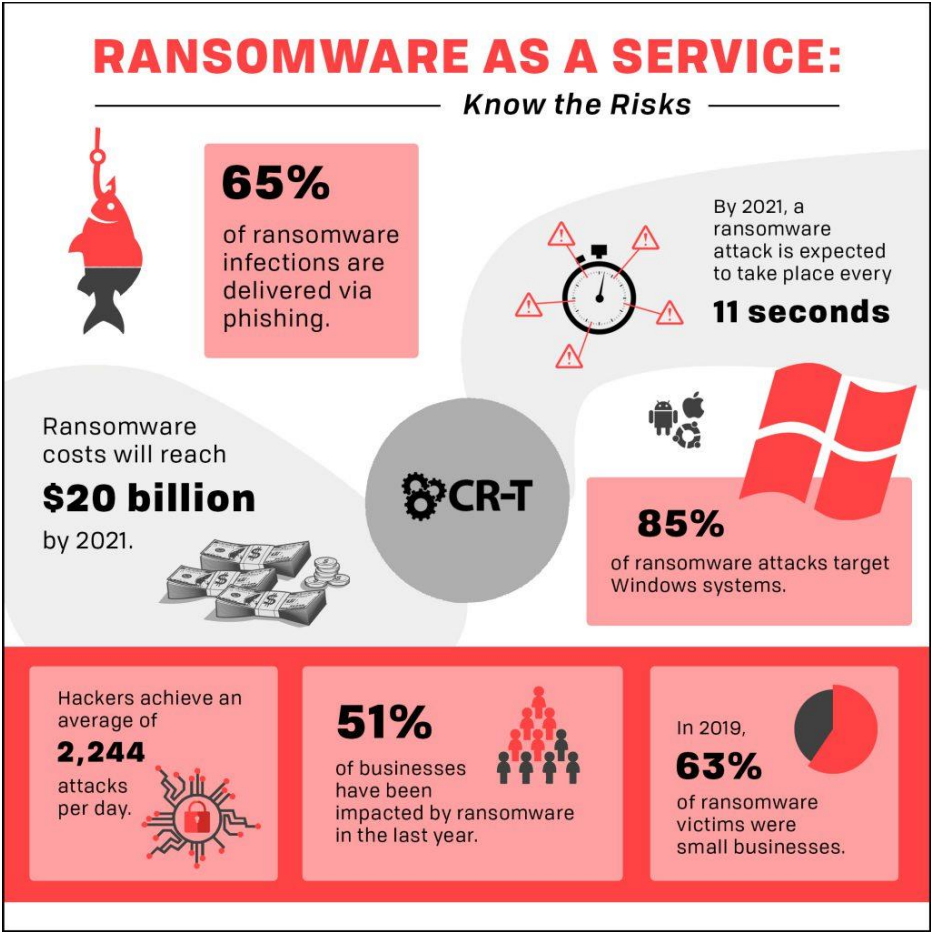
HOW RANSOMWARE WORKS?



Source: medium.com

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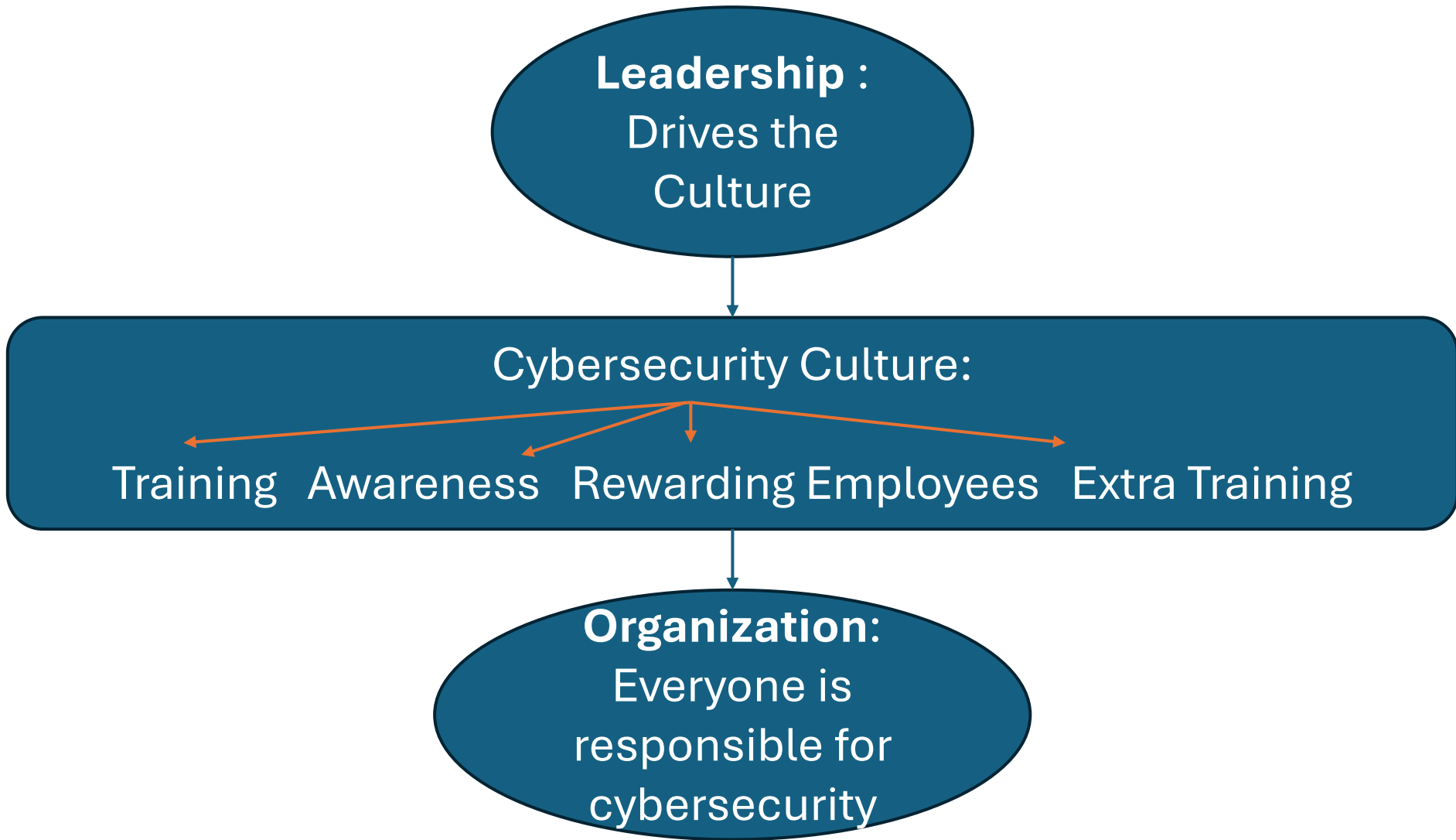
Ransomware as a Service



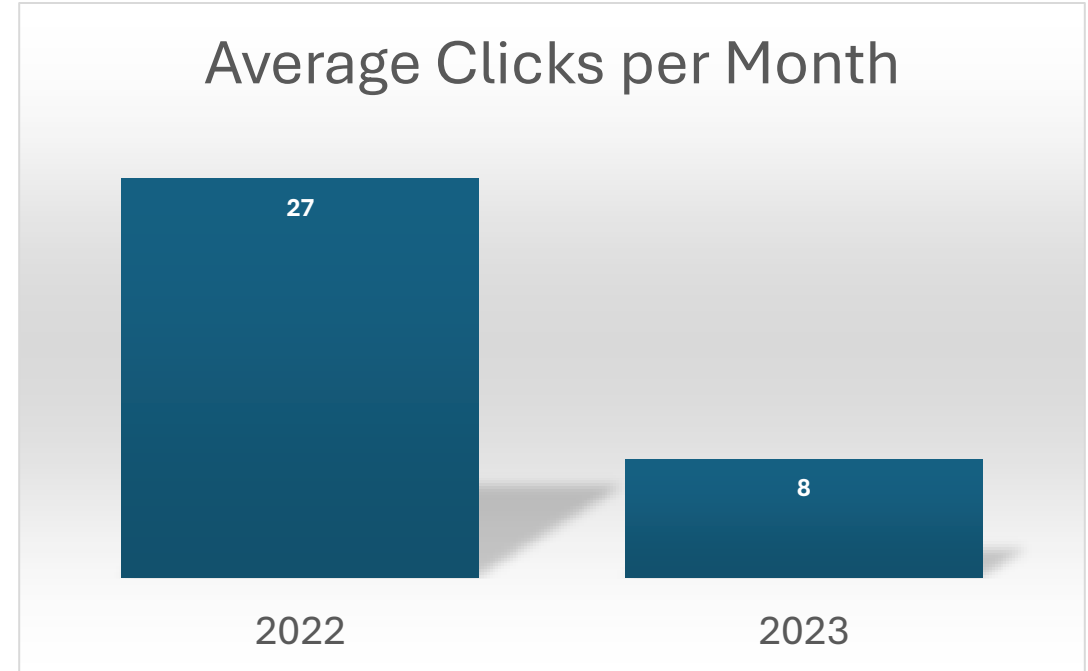
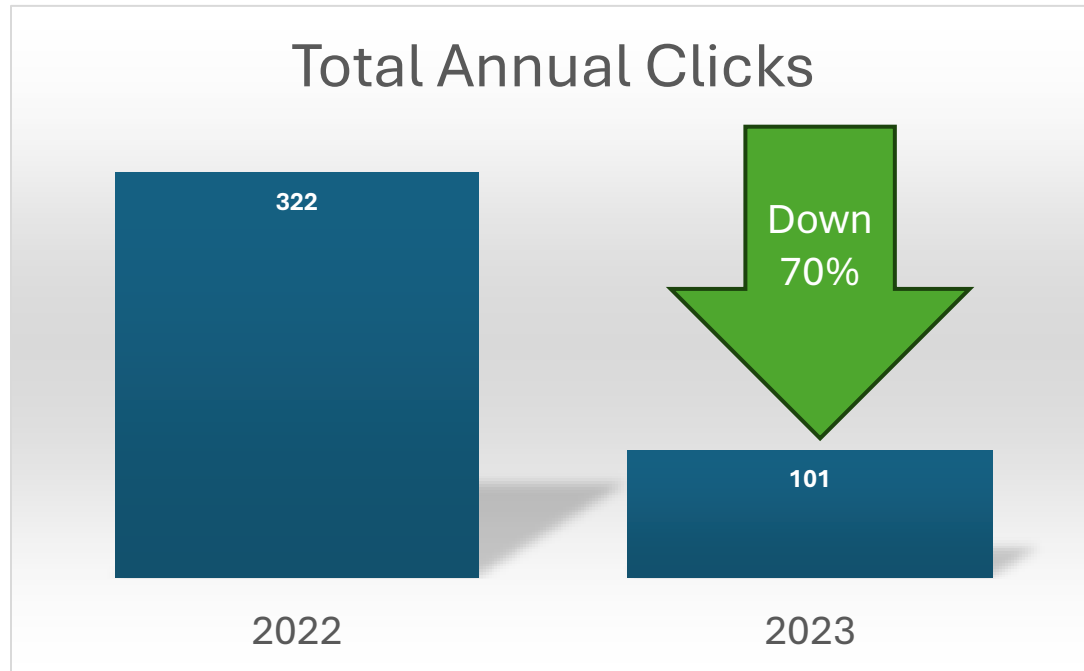
Source: cr-t.com

Building GV's Cyber Awareness Culture

- TRAINING
 - Monthly phishing testing for *all* employees
 - Quarterly cybersecurity training for *all* employees
 - Cybersecurity orientation for new employees
- REWARDS
 - Days off for non-clickers
 - Cybersecurity Awareness Month
- Extra training for “frequent clickers”



Measures of Success



Keep Going, Keep Improving



CONTINUE TESTING
AND TRAINING



EXPLORE NEW
TECHNOLOGIES



DECREASE THE
TARGET AREA

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Reduce the target for attackers

Go from this...



Cyber Awareness



To this.

Create Your Cyber Awareness Culture

- Executive leadership must champion the program.
- Implement a clear, simple strategy that's easy to maintain.
- Be patient and persevere.
- Be creative. Have fun.

Final Thoughts

- Our city is small, but cybersecurity is a *priority*.
- *Everyone* is responsible for cybersecurity.
- Email security is where we focus our efforts.
- There will be challenges, but stick to the plan.



Thank
You!

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