# THE CYBER ELEPHANT IN THE BOARDROOM

The Cyber Elephant in the Boardroom is aimed at Board members, C-Suite, and key decision-makers faced with cyber accountability challenges. The book is based on the award-winning 5 Pillars of Security Framework™: a simple, effective, industry agnostic, timeless methodology allowing enterprises and small businesses to map cybersecurity risks, implement a cybersecurity strategy, and demonstrate cyber accountability to regulators, governing bodies, and law enforcement agencies.

The Cyber Elephant in the Boardroom delivers the strategies and best practices for dealing with cybersecurity issues today and in the coming decade. As companies adjust to the evolving threat landscape, senior leadership teams and CXOs will require effective ways to understand and address these threats. The 5 Pillars of Security Framework™ is the perfect foundational tool. The framework can be applied to any organization, regardless of size or sector.

The Cyber Elephant in the Boardroom provides an indispensable reference for any organization needing to adopt a future-proofed cybersecurity strategy.
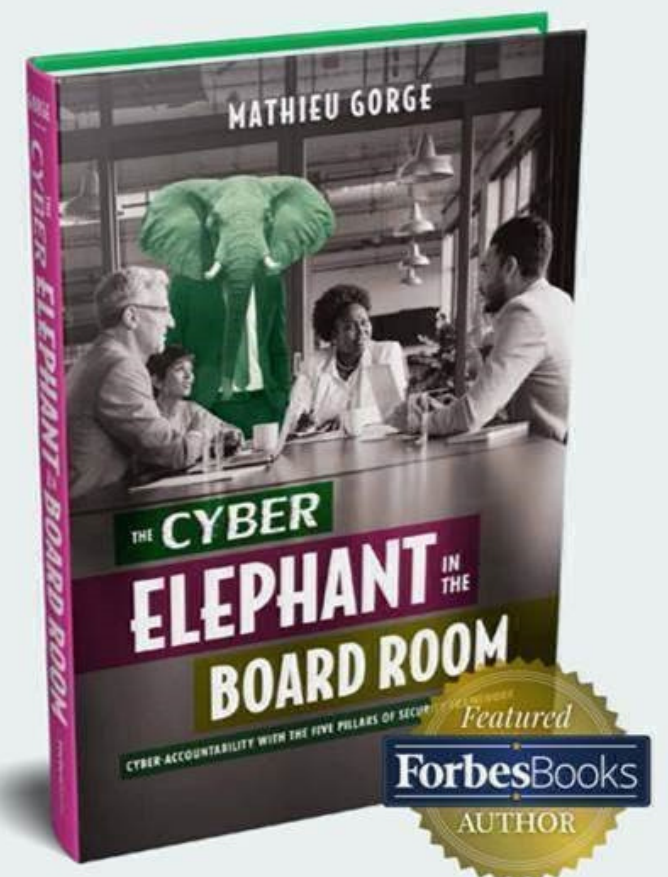
## CONQUER THE CYBERSECURITY HURDLE IN YOUR BOARDROOM

Every company has some notion of the importance of cybersecurity. Countless senior leadership teams and boards across the globe are aware of looming threats but are unwilling to actively participate in a solution. In a decade-spanning career, Mathieu Gorge has helped organizations and their CXOs to become positive agents in this fight and understand that **security is a journey, not a destination**. The Cyber Elephant in the Boardroom speaks to the growing divide between what must be done and what boards are willing to do - and provides real-world advice to meet this challenge.

**Forbes**      Featured ForbesBooks AUTHOR     **VIGITRUST**

# OPPORTUNITIES TO GET INVOLVED!

## JOINT PODCAST ON CYBER ACCOUNTABILITY

You can take part in our podcast series based around the book and the concept of cyber accountability & cybersecurity. Podcasts will typically last 15-30 minutes and can take the form of a two-person interview, where you will be interviewed by myself,  a fireside chat, where we will discuss cyber accountability in the context of the book and The 5 Pillars of Security Framework™, or a moderated interview, where a third party host/journalist will lead a panel-type discussion.

## JOINT WEBINARS - THE CYBER ELEPHANT IN THE BOARDROOM, CYBER ACCOUNTABILITY PANEL DISCUSSIONS

The launch of The Cyber Elephant in the Boardroom is a great opportunity to organize a webinar for your clients and prospects. Opportunities with this fresh and innovative content are endless but include the following options:

- Keynote presentation on The Cyber Elephant in the Boardroom and topics such as cyber accountability panel discussions delivered by Mathieu Gorge
- Panel discussion with your own speakers, Mathieu Gorge – option to ask guest writers from  the book
- Interactive workshops
- One-to-One fireside chats with your CEO (or CxOs) and Mathieu Gorge
- Live or pre-recorded interview with your PR team

## FREE PILLARS OF SECURITY ASSESSMENTS FOR YOUR CLIENTS

VigiTrust is happy to make The 5 Pillars of Security Framework™ Assessment available to your clients. They can receive the results of the risk analysis which you can analyze for them in order to help them understand their security posture, thus proving you with an opportunity to provide consulting services. Together with your team, VigiTrust will organize templates to be provided which will allow you to launch a co-branded targeted campaign to your clients. This is a very cost-effective way of generating traction and adding value to your client base!

## VIGITRUST BLOG & BOOK
## WEBSITE BLOG

A number of blog interviews are currently being conducted with key members of our industry: security and compliance subject matter experts, regulators, law enforcement agents, researchers, security visionaries. These interviews will be included in the Vigitrust Blog as well as featured in the book website.



## CREATE YOUR OWN CUSTOM
## ACTIVITY

We'd be quite happy to discuss the creation of a custom program with you.
Please contact me at
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