

Building Customer trust with
Cyber Security from the inside
out

Perception is key



NEW YORK TIMES BESTSELLER

"Provocative and fascinating." —MALCOLM GLADWELL

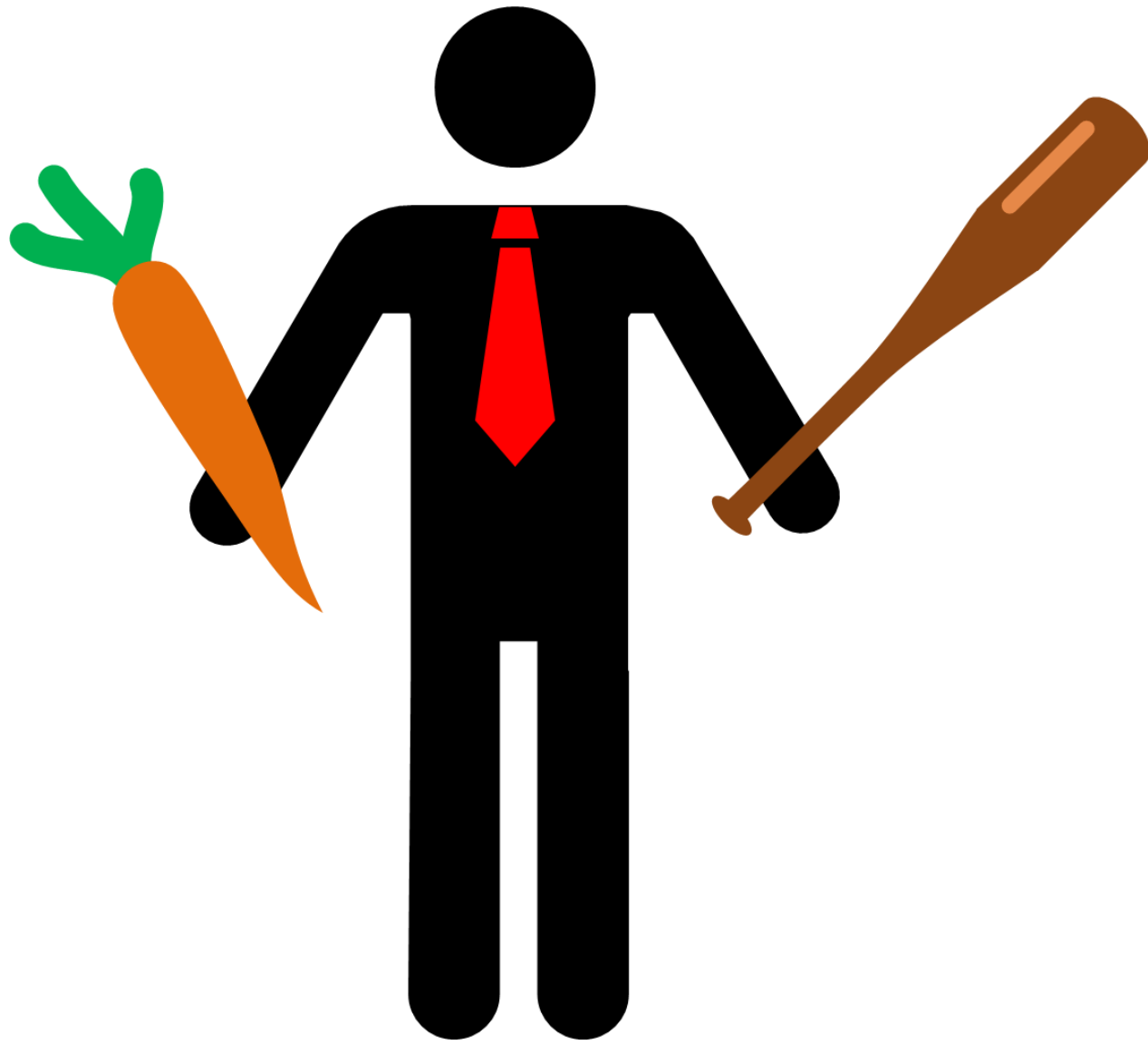
Daniel H. Pink

author of *A Whole New Mind*

DRiVE

The Surprising Truth
About What Motivates Us

The secret to high performance and satisfaction—at work, at school, and at home—is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves



The Seven Deadly Flaws of carrot and stick motivation

1. They can extinguish intrinsic motivation.
2. They can diminish performance.
3. They can crush creativity.
4. They can crowd out good behaviour.
5. They can encourage cheating, shortcuts, and unethical behaviour.
6. They can become addictive.
7. They can foster short-term thinking.

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Security is accessible

Security involves itself with every part of the business

Reporting of problems is now a Risk free task

We work together for the benefit of all to resolve risks

Thank you