

The cyber security culture iceberg

Imagine a cyber security environment where everyone is **genuinely invested in safeguarding** your business. Where they're empowered to be **vigilant and proactive**. Employees are **engaged, understand and respect the cyber security rules** – which are intuitive and flexible. **Leaders are role-models** and motivate their teams with the right **incentives**.

Such an environment is only possible when **underpinned by** activities which shape and maintain **the right culture**.

