



How to measure anything in cybersecurity risk and risk management

Douglas Hubbard

Course Objectives

What risk assessment methods actually improve estimates and decisions? How would we even know? Doug Hubbard, the author of *How to Measure Anything in Cybersecurity Risk*, will answer these questions and explain why your single biggest risk is the risk assessment method itself. Using research from a variety of fields Hubbard will show how popular approaches are dangerously flawed and yet so widely assumed to work. He will show that quantitative methods not only are shown to improve decisions but are also simpler and more practical than you think. By the end of this session, you will know how to ask hard questions about risk assessment methods and the direction you need to go from here.

This session will completely change how you look at assessing risk in cybersecurity by explaining:

- The flaws in existing methods
- A simple but quantitative substitution for the common “risk matrix”
- How to improve the simple quantitative model with more detail
- How proper statistical analysis can be done even when data seems scarce
- How to think about measuring such challenging issues as reputation damage
- A quick overview of more advanced methods that the participants can aspire to

Who should attend?

- Cybersecurity risk analysts
- Risk management, compliance, and audit professionals
- IT leaders and security decision makers
- Business leaders responsible for cybersecurity investments

Course description

The biggest risk to an organization is a failed risk management system. Douglas Hubbard, *author of, The Failure of Risk Management*, will cover how risk management is failing today, including taking a look at the critical - and dangerous - flaws of existing methods and how they expose organizations to even greater risk. The audience will learn what they can do to improve their risk management systems by using proven, quantitative methods to reduce uncertainty and make better decisions.

We'll address the following topics:

- Critical problems with the most popular risk assessment methods
- Simple spreadsheet-based quantitative methods that can immediately improve your process
- How proper statistical analysis can be done even when data seems scarce
- A quick overview of more advanced methods that the participants can aspire to

Who should attend:

- Risk management and enterprise risk analysts
- Compliance, governance, and audit professionals
- Business and financial decision makers
- Executives responsible for risk mitigation investments

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Price

€ 320

€ 200 (members IIA
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Καλύπτει τις απαιτήσεις του Ν.4849/2021 για τους Εσωτερικούς Ελεγκτές



Venue

virtual seminar via
tele-conference

CPE's: 3,5

ΩΡΕΣ: 4

Curriculum vitae

Mr. Douglas W. Hubbard is the inventor of the powerful Applied Information Economics (AIE) method. His management consulting career started 35 years ago with Coopers & Lybrand, focusing on the application of quantitative methods. The last 25 years he has completed over 200 projects for the application of AIE to solve current business issues in many areas including IT benefits and risks including cybersecurity, engineering risks, market forecasts for pharma and medical devices, environmental policy, mergers & acquisitions, Silicon Valley startups, the likelihood of success of new movies, and military logistics to name a few. His AIE methodology has received critical praise from Gartner, Forrester, and others.



He is the author of the following books (all published by Wiley, between 2007 and 2025):

- *How to Measure Anything: Finding the Value of Intangibles in Business (one of the all-time, best-selling books in business math)*
- *The Failure of Risk Management: Why It's Broken and How to Fix It*
- *Pulse: The New Science of Harnessing Internet Buzz to Track Threats and Opportunities*
- *How to Measure Anything in Cybersecurity Risk (co-authored with Richard Seiersen)*
- *How to Measure Anything in Project Management (co-authored with Dr. Alexander Budzier and Andreas Bang Leed)*

His books have sold over 200,000 copies in eight languages and are used as textbooks in dozens of university courses including the graduate level. *How To Measure Anything* has been on the required reading list for the Society of Actuaries exam prep. In addition to his books, Mr. Hubbard is published in the prestigious science journal *Nature* as well as publications as varied as *The American Statistician*, *CIO Magazine*, *IBM Journal of Research & Development*, *Information Week*, *Architecture Boston*, *OR/MS Today* and *Analytics Magazine*.



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Κέντρο Διά Βίου Μάθησης (Κ.Δ.Β.Μ.)

Εγγραφές – Πληροφορίες: τηλ. 210 8259504, e-mail: info@hiia.gr