



CYBERSECURITY & THE SINGULARITY

RYAN J. COYNE | CYBERSECURITY & THE SINGULARITY

XCHANGE 2019 DENVER



THE
SERHANT
TEAM



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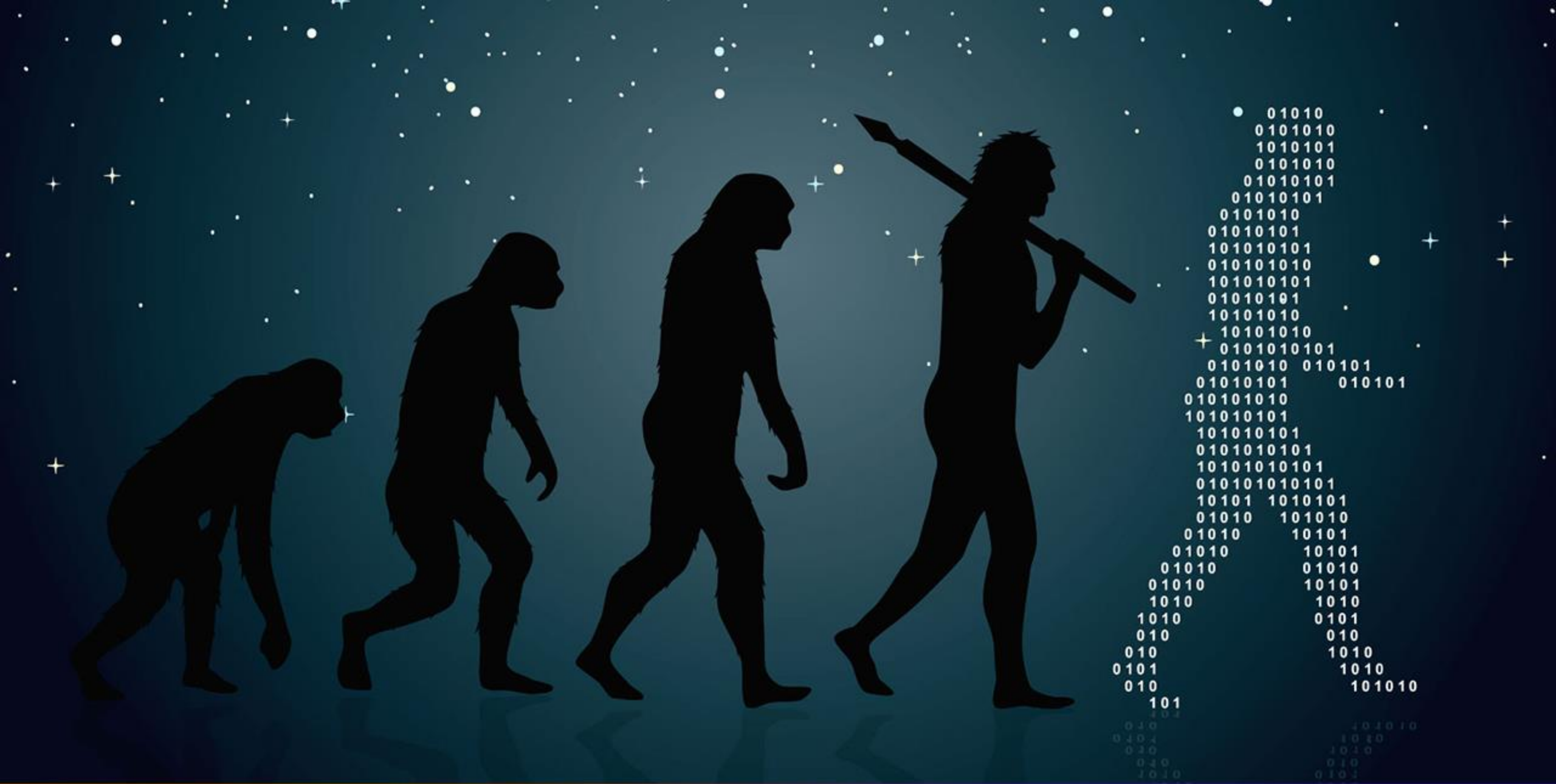




WHAT IS THE SINGULARITY?

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***WHERE DOES HUMANITY
END AND TECH BEGIN?***

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 **Overview**
Technology Solutions



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A man with long hair, a beard, and glasses is sitting at a desk in a server room. He is looking off to the side with a thoughtful expression. The room is filled with computer monitors displaying code. A black mug with the GitHub logo is on the desk to the left. The text "WHAT ARE WE DOING ABOUT IT NOW?" is overlaid in large, white, bold, italicized letters across the center of the image.

***WHAT ARE WE DOING
ABOUT IT NOW?***

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CYBERSECURITY SOLUTIONS

USERS & THREATS

A full-page illustration of Smokey Bear in a charred forest. Smokey Bear is the central figure, wearing his signature brown hat with 'SMOKEY' written on it, blue denim overalls, and holding a silver shovel. He has a small cub on his back and another cub at his feet. The background is a desolate landscape of charred tree trunks and a hazy, orange-brown sky. In the foreground, a wooden sign is partially buried in ash, with the text 'PREVENT FOREST AND BRUSH FIRES' visible on it.

PREVENTION

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Fire
Extinguisher

REACTION



DISASTER
RECOVERY

PUSH

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BIG DATA

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ARTIFICIAL INTELLIGENCE

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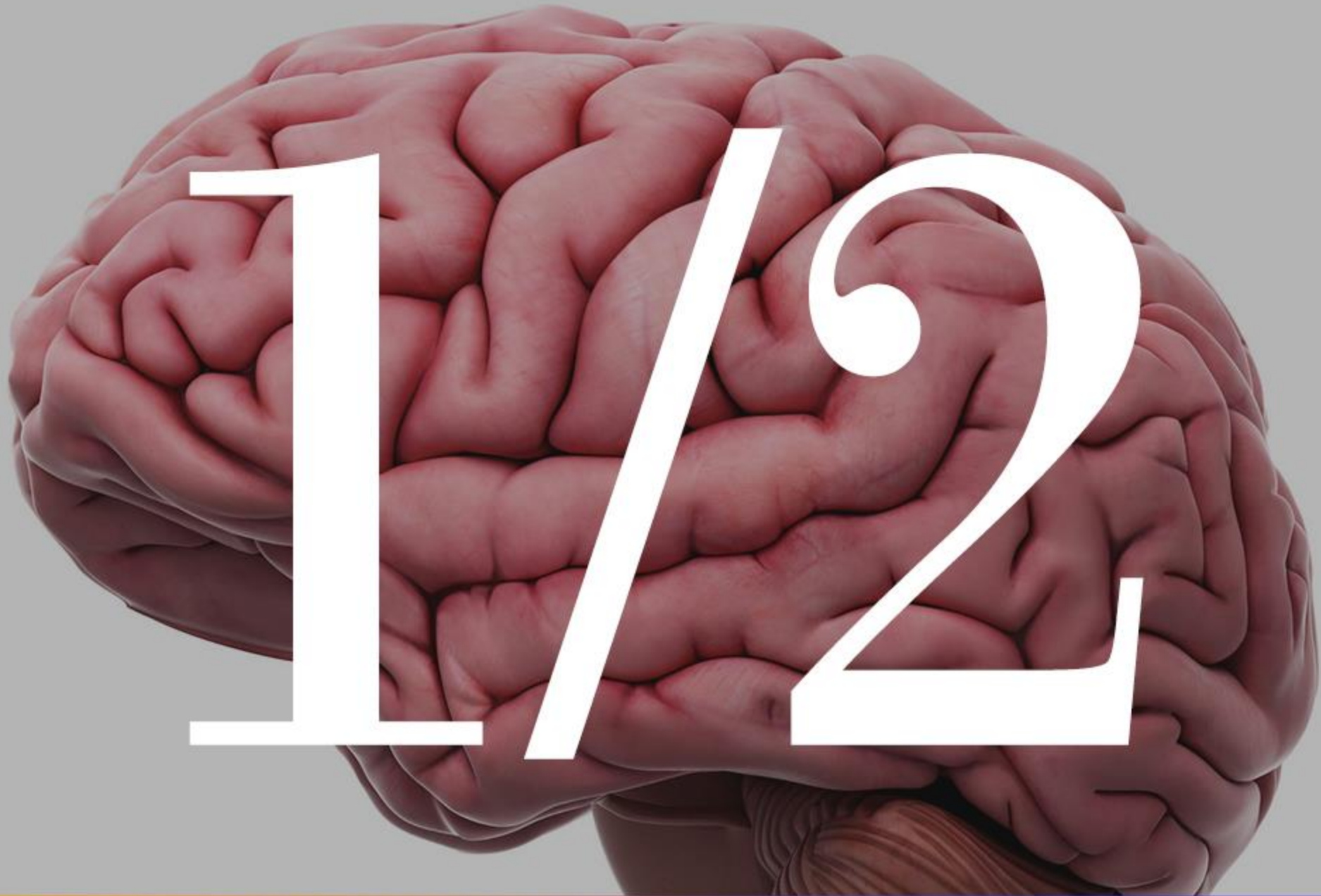
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P E B K A C

A close-up photograph of a grey graduation cap with an orange tassel, resting on a laptop keyboard. A rolled-up white diploma tied with a gold ribbon is also on the keyboard. The word "EDUCATION" is overlaid in large, white, italicized serif font across the center of the image.

EDUCATION

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TURNOVER



**MINDFULNESS
IS HARD**



FOOL ME ONCE

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MY SOLUTION



PREDICTION

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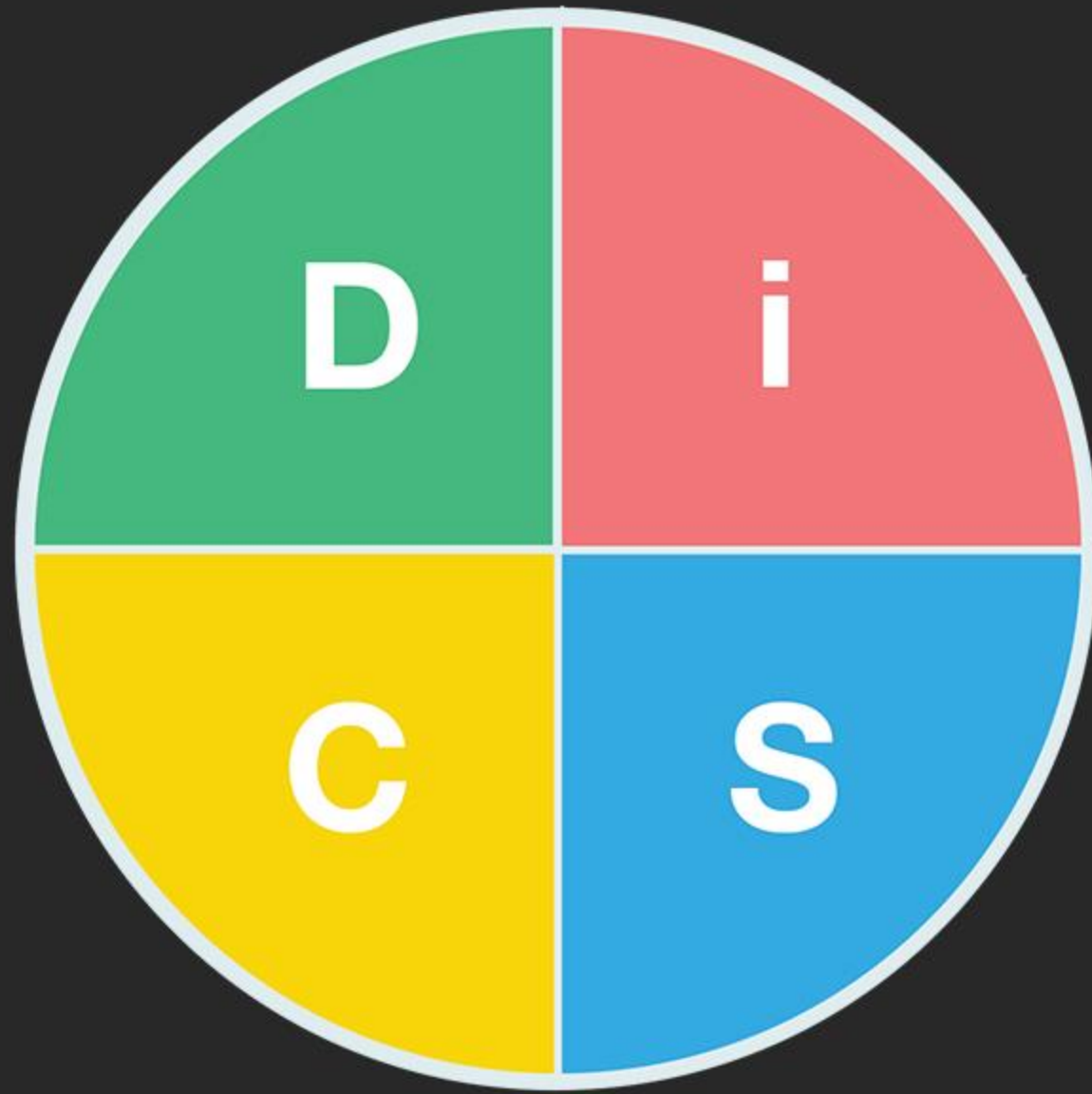
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***IDENTIFYING
POTENTIAL
HUMAN RISK
WITH DATA***

*Preventative
Evaluation of
Behavior for
Kick
Ass
Cybersecurity*









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Hi, I'm Greg. Currently, I'm President & COO of Crystal, the app that tells you anyone's personality. Try it out at crystalknows.com. Previously, I was VP Growth at Netpulse (70 employees, \$40M funding) where I led sales, customer success, marketing and

Promoted

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DHP Es

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Greg tends to be direct, fast-paced, and primarily driven by results or goals.

Quick Tip: Move quickly, but be precise.

- Type: Architect (Dc)
- Likes: big ideas
- Avoids: stagnation
- [View Full Profile](#)

CONVERSATION COACH

I need to...
Call Greg

So I can...
Make a sales pitch

GET ADVICE



David H

David is likely to be enthusiastic, enterprising, and decisive, while favoring results over process.

SPONTANEOUS

CONFIDENT

VISIONARY

Tonya Olivas S

Tonya is diligent, stable, extremely perceptive, skeptical of change, and non-confrontational.

DISC Results

Predicted by Crystal



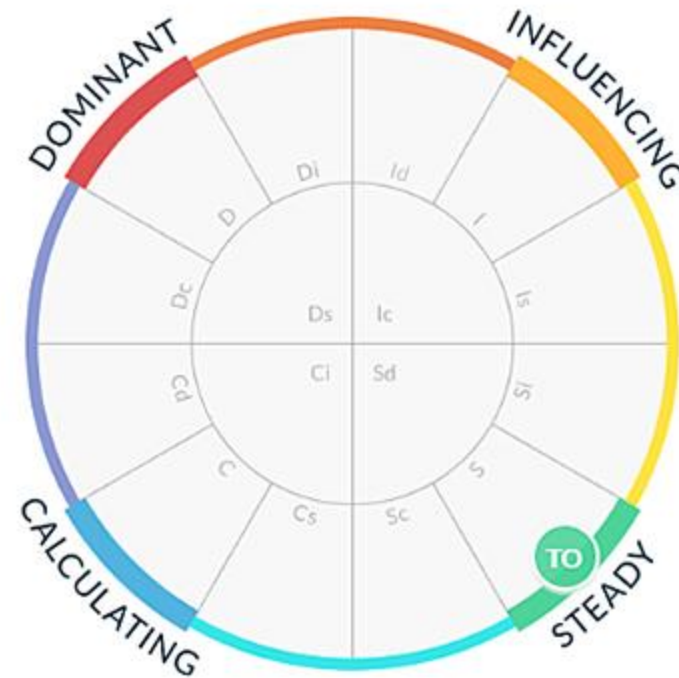
Tonya is focused on building supportive relationships with peers and colleagues. **Patient, accommodating and humble**, she is a reliable, neutral source of stability.

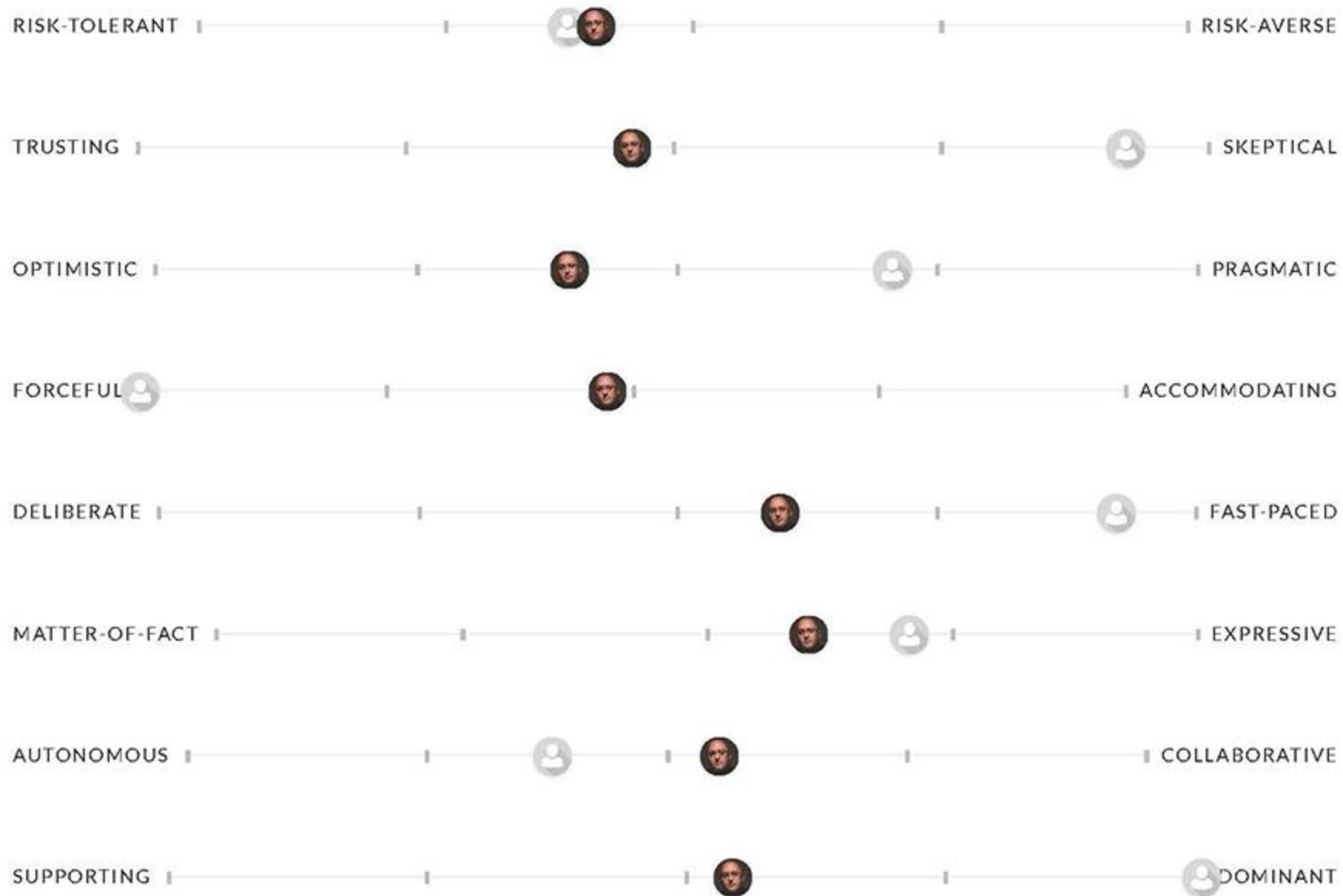
It comes naturally to Tonya to...

Enjoy a smooth and predictable work environment

Perceive subtle hints

Absorb information more quickly than others





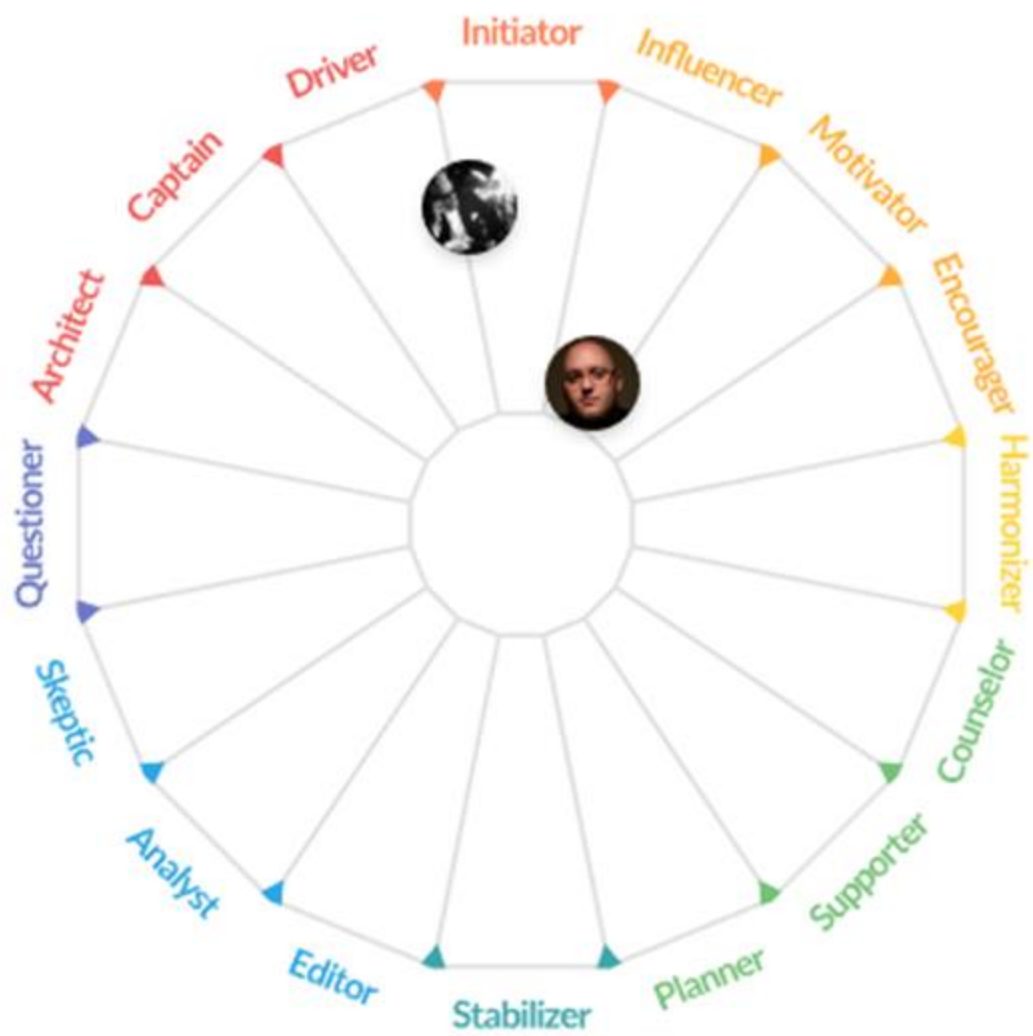
 **Potential blind spots for David**

May not involve others in problem-solving due to desire for an immediate solution

May resist formal structures and rules.

May be overly brief in communication

May have trouble following consistent, predictable routines.



Archetypes

DISC types

Type: **Initiator (DI)**

David is likely to be enthusiastic, enterprising, and decisive, while favoring results over process.

Ryan is likely a quick learner with strong creative skills, and may bounce around between many interests.

Fit Score ⓘ **30**
out of 100

CASUAL

ADVENTUROUS

ENTHUSIASTIC

 **What comes naturally to Ryan**

Trust someone quickly

Make hand motions while talking

Independently generate new ideas

Share big, inspiring ideas



↘ **What drains Ryan**

Feeling micromanaged

Using too much caution

Feeling stuck in the same place

Repetitive, routine tasks

***SORRY,
MARC.***

	A	B	C	D	E	F	G
1	Full Name						
2							
3	DISC Type	Dominant	Influential	Conscientious	Steady		
4							
5	DISC Type Skew	D/I/S/C	D/I/S/C	D/I/S/C	D/I/S/C		
6							
7	Dominant Traits	Risk-Averse	Skeptical	Pragmatic	Accommodating	Fast-Paced	Expressive
8							
9	Accent traits	Clarity / Precision	Emotionally Detached	Logical Decision Maker	Gut Instinct Actor	Spontaneous	Anti-routine
10							
11							
12	Point Value						
13							
14	Implied Risk	Phishing/All Types	Lost Device	Password Laziness	No Fine Print Reading	Ignore Rules	Personal Surfing
15							
16	Recommendations	2FA	BreachSecureNow	Mobile Device Mgmt	Exfiltration Detection	Access Scrutiny	Password Hygiene
17							
18							

H	I	J	K	L	M	N	O	P	Q
Collaborative	Dominant	Risk Tolerant	Trusting	Optimistic	Forceful	Deliberate	Matter-of-Fact	Autonomous	Supporting
Over-delegates	Distaste for Detail	Robotic Communication	Meticulous	Visionary	Confident	Collected	Calm	Assertive	Persuasive
Attachment Opener	Click Before You Look	Aggressive Data Deletion							
Travel Alerts	Least Privileged Access	Additional Backups	Additional AV						



RISKS IDENTIFIED

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A professional business meeting scene with three people in an office setting. A man in a suit and glasses is on the left, a man in a light blue shirt is in the center, and a woman in a business suit and glasses is on the right, smiling and holding a tablet. The background is a blurred office environment with a brick wall.

WELL PROTECTED CLIENTS

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A man in a white shirt and grey trousers is sleeping face down on a long, light-colored conference table. The table is set with several white coffee cups on saucers and blue pens on sheets of paper. Black office chairs are arranged around the table. The background is a dark blue wall.

HAPPY CLIENTS



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