



What Keeps You Up At Night???





Imagine getting a call in the
middle of the night that
spikes your adrenalin:

**Your company's online
systems have been
breached!!!**



What happens
next ?!?



Let's talk about Zero Trust.

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Trust is a
human concept.



Computers don't
trust.

Computers
verify.



Computers *verify* by
confirming *triggers*.

One of the most common
triggers

is a *password*.



Computers can't
actually tell if

you are *you*

... or Bob

... or Alice

... or Clifford

the Big Red Dog



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Your computer doesn't trust **you**, it trusts the *verification trigger* it receives.

"Global Admin"
passwords *trigger* access to
pretty much everything.

"Guest"
passwords *trigger* access
to very little (we hope).

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To the computer,
a password used for:

- malicious intent
- honest hard work
- malware, ransomware
- accidental access... perhaps
your cat walking across the
keyboard

ALL LOOK THE SAME

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Ok... so the cat's password attempt may fail...
but a pet randomly clicking on a malicious link is very real.

👋 Hands up if your pet has ever accidentally clicked on a link?



(Or hit "send" on an unfinished email to the legal team 🙋)

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Zero Trust is about
simplifying

IF

We simplify the list of
"Who has access to what."

By making it a list of
"Who **NEEDS** access to what."



THEN

Damage from malice,
carelessness, malware and
ransomware

will have limited reach

AND

cause as little damage as
possible.



Zero Trust is a strategy.

It is NOT a product

OR a service.



Creating this strategy may look daunting, but the important thing is to start.

And to create your strategy one step at a time.



The process of implementing Zero Trust may...

- create resistance to change
- cause hurt feelings
- create indignation over loss of password access
- cause budget and time pressures to collide



A Zero Trust culture
designs password-access
based on need.

Not EGO.
Not a decades-old SOP.



- AND -

Zero Trust

is about so much more than

passwords.



It's time to get over our

"Password Envy"

Ego

"It won't happen to me"

Attitude

"I'm too busy to be careful"

Excuses



It's easier than you think.

Let's talk.

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