

Cyber Maturity Pitch

Hi,

I'm reaching out because I'm currently working towards achieving my master's degree from University College London, and in collaboration with Innofactor, I'm undertaking a qualitative survey which will form the basis of my Master's dissertation.

Cyber threats are constantly evolving, and in an increasingly digital world, cyber security is no longer just a choice; it's a necessity. Together with Innofactor, I invite you to participate in a survey that will grant you valuable insights into your current cyber maturity, giving you a deeper understanding of your strengths and uncovering potential areas for improvement.

The survey provides the opportunity to benchmark your cyber security practises and measures against the Norwegian National Security Authority (NSM) principles, with five questions created for each of the four principle categories.

I understand that time is a precious resource, and want to make your participation as convenient and comfortable as possible. To gather more in-depth insights, I would like you to participate in a short video interview of maximum 30 minutes. However, I understand that not everyone might be comfortable with this format or have time to fit it into their schedule. So, as an alternative, you are welcome to participate through an online questionnaire that you can complete at your convenience.

As this is an academic study, the focus is on knowledge creation and sharing in the sparsely documented field of Nordic cyber maturity. You can rest assured that the confidentiality, integrity, and security of your data are of utmost importance. Your data will be securely stored, and all responses will be anonymised, with the results being used solely for academic purposes with no reference to individual organisations.

As a token of appreciation for your participation, you will be provided with an executive summary of the findings, which will offer you the following:

- Benchmarking your cyber maturity measures against the other participants that are part of the survey.
- Identify and reinforce the cyber maturity practices your organisation has implemented, celebrating and learning from your success.
- Identify and pinpoint specific cyber maturity areas with room for improvement, potentially identifying vulnerabilities and gaps that require attention.
- Demonstrate to clients, partners and stakeholders your commitment to improving and maintaining strong cyber maturity measures.

Thank you kindly for taking the time to consider our request. I would be delighted to have you involved in the study.

If you would like to participate, have any questions or would like to discuss this further, please contact me at knut.blakkestad@innofactor.com.

Best regards,
Knut Sander Lien Blakkestad