

Galactic Universe 2024



Session 1: Escape the race to the bottom: elevate yourself with a standards-based security program

Anyone can build a security program. And anyone can buy products. Experts do more.

Most MSP security programs in 2024 are purely a list of products. They lack depth and completely rely on tools. What if those tools aren't working? There is no clear strategy, and your clients see this type of solution as a pure commodity. Now, it's become a race to the bottom. Your security program can be much more. It can elevate you and your team as security experts and grow your expertise in the process.

Galactic Universe isn't just for traditional experts; it's for everyone: salespeople, CEOs, compliance officers, engineers. Each one is a security expert in their own right. This is your primer of the two-day event where we will be diving into a resilient security program beyond tools. One that has a powerful vision forward.

Session 2: Stakeholders need proof: demonstrating the effectiveness of your security program

Everyone is looking for one thing: progress. Whether it's a stakeholder, regulator, employee (both users and admins), or even you, moving forward is what counts. But how do you demonstrate progress is happening? Do all parties involved understand and agree on what progress should look like? Will they see your work as adding value? How will you continue to focus on improving their security program?

These are all critical in communicating updates within a security program. Communication can often be the hardest part of the job, but it doesn't have to be. We are going to show you a new method, one with very specific KPIs, that will help you communicate improvement, progress and a clear security vision. Security is the journey, and progress is the motivator that helps people stay on it. We will show you how to dynamically communicate your progress and keep everyone engaged.

Session 3: Showing Progress: Leveraging Temporal Reporting

Anyone can say they have made progress, but the key is whether or not they can demonstrate it. If you want to engage your audience in a meaningful way, the story you tell needs to demonstrate the progress of your program over time. What if you had a way to show their cyber hygiene improved quarter over quarter? What about showing their security responsiveness? How can you align progress to a project plan or security roadmap? We all know that everything cannot be done at once, so why are we reporting like it is? It's time for a brand-new process for security reporting. One that will show your team's progress in completing a roadmap—over time. One that will focus your client on understanding what progress looks like and how its impact on their organization. PRO TIP: I will even show you the secret to successfully reporting improvements in a quarterly security briefing where you will document decisions needed to move forward.

Session 4: Beyond Delegation: Empowering Accountability in Risk Management

Great compliance programs keep your clients responsible for their decisions and actions.

Do you know what happens if you make decisions for your clients? You assume all of the risk and responsibility that comes with those decisions. How can you get them to see and own their risks? How can they see who the risk owners are within their organization? Time to flip the script. In this session, I will walk you through how to engage stakeholders and get them to appreciate your compliance program while having them shoulder the work of decision making.

Session 5: Getting the Not Interested Never Gonna Happen Client To Start Seriously Thinking About Their Security

Think about your worst client. The fact is that client does not understand their responsibilities when it comes to security, and they do not understand their risks. They think they are and will be fine. Frustrating? Yes! They will go out of business if something happens to them, and you know this. Their risks are high. But how can you get them to see what you already know? I want you to change your mindset slightly on these people. I will show you a process to effectively address bad clients. Use it and you will be turning those worst clients into your best or sending them out the door.

Session 6: Your Security Program Beyond Compliance

Standards are not just guidelines; they are shields against unnecessary risks. When you adhere to standards, you have a clear explanation of why you did something a certain way. This principle doesn't just protect you; it safeguards your clients. In this session, I will show you how to communicate standards more effectively and dynamically. How? By educating them on the threat, explaining how to control the risk and not telling them they must do something because a standard says so. We will show you a compliance gap report that will help you communicate the standard-based risks in their organization that will ultimately show them how their security risks work.

Session 7: Client-Built Compliance – They Do the Work, You Get Profit

No one is talking about the easiest and most effective way to get compliance implemented. What if I told you there was a way to get stakeholders completely engaged in your compliance program and you got them to do all the work where they review policies and the framework, and you educate them on the process? We see this all the time in other industries, but in security and compliance it is a completely foreign concept. If they own their compliance, they have a stake in the game and produce something they are proud of. I will show you a way towards a 98% done solution where your clients do the rest. And the work will take four and a half hours from start to finish.

Session 8: Building and Sustaining Relationship Capital Makes Higher Value Clients

There is a formula to building strong long-lasting trusting relationships with clients. It is not easy, and it does take time. There are ways to grow tremendous capital quickly. That is where education comes into play. If you can create a high value service that delivers continual learning as part of your service, you will be set. Enter the vCSO. In this session, I will show you a method for strengthening relationships to the point where your clients will invest more in you.

Session 9: Cyber Security Focus Ultimately Increases MSP Enterprise Value

Do your clients value what their investment in you? How would you like a formula—and path forward—to growing your MSP with higher valuation simply by revamping your security program. There is a path to bigger multiples, higher earnings and bigger valuations. It all starts with security services. In this session, I will give you a clear, easy to understand formula. In addition, I will show you the numbers and give you a playbook to see a higher organizational worth within your MSP.

Session 10: Supply Chain – your biggest security opportunity and liability

We have all seen the stories. Mass assaults impacting hundreds, even thousands, of businesses all because of a supply chain attack. Think about this: you ARE part of the supply chain, and if you aren't compliant, neither is your client. In this session, I will walk through why you as their service provider need to adhere to a variety of compliance requirements and how you can easily implement a multifaceted compliance program—NOT just one at a time compliance—for your organization and then scale it to your clients. If you have one client with compliance needs, in all likelihood you have more—and they all are expecting you to have been doing their compliance all along. This session will show you the easy way to ramp up.

Session 11: Co-Managing A Security Program? Think Again

You start your co-managed relationship thinking it is going to be a good situation, but then questions start coming up. How do you know what they expect you to own? What risks has your IT contact pushed off on your MSP? This quickly becomes a not-so-good situation as you find yourself shoved into the janitor's seat, that seat where you are blamed for everything and are expected to clean up every mess. In this session we will go through decision drivers for internal IT teams such as what their biggest challenges are, and how to get above IT when it comes to servicing their compliance needs. In this session I will walk you through this process and how you how your relationships from now forward can start with one simple step and lead to success. Find out how easy it is to work your way up the co-managed ladder.

Session 12: The Profitable Way: Third-Party Attestation and Evidence Collection

What if you could help a client provide all the evidence they need for a SOC2 audit in a matter of a week and a half (this work usually takes months)? Compliance evidence gathering is often painful and very manual—even if you are using an evidence aggregator. Would you like another option? Imagine being able to provide all of the evidence as you go easily without dedicating resources to collecting and curating evidence and validations. Up until now, that was just a pipe dream. MSPs had to do it the hard way. But now you can choose another route. We will show you how to capture technical, administrative and physical controls without having to dedicate weeks—or even long days—to getting everything documented. I will show you an easy implementation to WISP that is painless and educational. The new way to compliance attestation is profitable. If you aren't taking advantage of it, you are missing out.

Session 13: Your biggest vulnerability are the devices you don't manage

IoT is the new way in. Check the headlines. There are new exploits all the time connecting to your client networks. It could be a toothbrush, a printer, or even a light. Connected devices are a way in, and you know this, but you have questions. These devices are not typically managed by your team. On top of everything, they are hard to update, and most keep default settings when they install IoT in their homes or workplaces. So, here's the big question: how can you find all these IoT risks and what do you do about devices you identify? We will be showing you a NEW way to hunt IoT devices in your client sites and a simple strategy toward communicating and alleviating the risks you may be shouldering right now because of these rogue network devices.

Session 14: HOW A SIMPLE PLAN MAKES THEM FEEL SECURE

Having a plan makes your clients feel more secure. It's that simple. But what happens when a cyberattack hits a client and they don't have a plan? Chaos ensues, time, money and reputation are lost. Not cool! That's where a killer incident response plan comes in. It's like having a map through a labyrinth of chaos—a clear, step-by-step guide to saving the day. Document it, practice it, and nail it. You'll be ready to tackle any digital disaster with the grace of a ninja. No more guessing games, no more panic-induced sweat stains. You will be the hero your clients deserve, swooping in to save their digital assets faster than a superhero on steroids.

Session 15: GALACTIC Q AND A

Galactic has been hard at work adding new reports, new processes, and new products for you. This is your chance to speak face to face with the sausage makers. This session will be a LIVE Office Hours. We will take questions from the peanut gallery and dive into issues that are burning in your skulls.

Session 16: GALACTIC AWARDS

Find out if you are driving away with a Rivian... and other awards (Galactic's Universe has a ton of stars).

Session 17: The Galactic Fly Wheel: Uncovering for opportunity and building momentum

Events like Universe bring in a ton of good energy. Right now, we all have great intentions of getting more done and reaching higher levels. But we have all been to events and left with those good intentions. How would you like to leave this one with something more valuable than a car, something that sticks with you, something that actually gets results? Yes! It's time to turn your biggest takeaways from Universe into huge returns in your MSP. Go Get IT. PRO TIP: Don't leave early because I will also be sharing something very exciting, a big new thing that will definitely be worth your time.