Virtual vCSO Agenda

Session 1: Act Now or Lose Out: Implementing a vCSO offering is PRIORITY ONE

Accountants are aggressively entering the cybersecurity space, and they're threatening to sideline your advanced security offerings with their Compliance as a Service strategies. Understanding how to integrate a robust vCSO program not only positions you above the competition, but also significantly boosts your growth and profitability.

Session 2: Maximize Profits, Minimize Effort: Mastering the vCSO Service Blueprint

Want to achieve high margin with low labor? Then you need to understand your vCSO offering inside and out. Do this and you'll be in an amazing position to empower your clients to understand their multi-layered security journey. It's time to harness your extensive experience as an MSP and be the leader that your clients need.

Session 3: Are you targeting the right risks with the wrong resources

Building a security program is more than just conveying risk. It's about identifying data critical assets. Are confidentiality, integrity, and availability important? Regarding data, the simple answer is absolutely! A risk assessment helps to communicate the investment value.

Session 4: Building a Bridge to the Board: Creating Long-Term Relationships is Vital

Knowing how to engage and build the right relationships without burning bridges is important for client retention and relationship-building. By respecting the chain of command, you'll make friends along the way and better understand the strategic concerns of an organization. This empowers you to educate the organization about risks and help raise awareness of threats. You're the catalyst affecting change.

Session 5: Building and Scaling Your Security Program

Creating a customized standards-based security program doesn't have to take months. How about under 4 hours? Yes, it's possible! What's important is knowing the essentials – standardization allows you to scale efficiently and when building out your program, focus on making an EXPANDABLE compliance program the foundation for decisions when it comes to risk management.

Session 6: Implement Security Controls and Track Evidence

Building your program correctly allows you to demonstrate progression over time. Risk-based education is an efficient way to quickly make your clients comfortable with their investment in security implementations. Being transparent when it comes to compliance enables everyone to understand their roles in the security implementation journey.

Session 7: Understand the Difference Between vCSO and Compliance

Offering subtle direction to a stakeholder can help them to choose a compliance program and understand critical data assets. Being able to articulate the difference between vCSO and compliance opens the door for effective communication.

Session 8: Getting from Point A to Point B: Using Risk Assessments to Create a Roadmap for Your vCSO Engagement

The quickest way to get anywhere is by following the right steps. This is true when it comes to security. Ranking risk and performing a risk assessment can help to create your clients' security roadmap

Session 9: Dollars and "Sense": Why a Security Budget is Necessary

For many organizations, achieving a ROI not only makes sense, but is imperative for any investment. Can an organization reduce security risk without a security budget? No, but to overcome any objections, it's important to help a client understand their security landscape and assist them in identifying a suitable security budget to manage risk.

Session 10: Building Trust: Exude Confidence and Take Authority

Clients buy from people they know, like and trust. It's true in every sales market, and, yes, it's true for vCSO services. Being confident in pricing, packaging, and selling creates a level of trust with clients. Be an authority figure who is ready to create a security strategy and willing to direct clients throughout their security journey.

This is your opportunity to focus your 2024 strategy:

1. Set a **clear path forward** to implement a high-margin vCSO program committed to delivering high-value deliverables to your clients.
2. Support for launching your **vCSO program**
3. Strategies for **selling your vCSO** to people you know
4. Confidence to crush your **Q1 deliverables**

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