

MICHIGAN BUSINESS NETWORK

2026 SPEAKER SERIES

SENSIBLE CYBERSECURITY



▶ Capital Region International Airport (LAN)
Friendship Room

With :
RICK SNYDER
CEO
SensCy

Date :
WEDNESDAY, MAR. 25, 2026
11 AM - 1:30 PM





Sensible Cybersecurity

Rick Snyder
March 25, 2026





Perception vs. Reality of Cybersecurity

- Small and Medium sized Businesses (SMBs) view
 - Hard to understand. Too technical/nerdy
 - Not a top priority so it often ignored
 - Belief in being a small fish in a big sea
- Reality
 - Cybercriminals love small fish
 - Consequences of successful attack are devastating
 - Threshold question - Ignorance vs. Action!



This is what you want to avoid!



Wana Decrypt0r 2.0 English

Payment will be raised on
5/15/2017 16:32:52

Time Left
02:23:59:49

Your files will be lost on
5/19/2017 16:32:52

Time Left
06:23:59:49

What Happened to My Computer?

Your important files are encrypted. Many of your documents, photos, videos, databases and other files are no longer accessible because they have been encrypted. Maybe you are busy looking for a way to recover your files, but do not waste your time. Nobody can recover your files without our decryption service.

Can I Recover My Files?

Sure. We guarantee that you can recover all your files safely and easily. But you have not so enough time. You can decrypt some of your files for free. Try now by clicking <Decrypt>. But if you want to decrypt all your files, you need to pay. You only have 3 days to submit the payment. After that the price will be doubled. Also, if you don't pay in 7 days, you won't be able to recover your files forever. We will have free events for users who are so poor that they couldn't pay in 6 months.

How Do I Pay?

Payment is accepted in Bitcoin only. For more information, click <About bitcoin>. Please check the current price of Bitcoin and buy some bitcoins. For more information, click <How to buy bitcoins>. And send the correct amount to the address specified in this window. After your payment, click <Check Payment>. Best time to check: 9:00am - 11:00am CMT from Monday to Friday.

[About bitcoin](#)
[How to buy bitcoins?](#)
[Contact Us](#)

Send \$300 worth of bitcoin to this address:

 **bitcoin**
ACCEPTED HERE

12t9YDPgwueZ9NyMgw519p7AA8isjr6SMw Copy



Cyberattack Metrics

- Likelihood:
 - 54% of SMBs believe they are too small to be targeted
 - 47% of SMBs have no idea on how to protect themselves
 - 43% of attacks are directed at SMBs
- Consequences:
 - \$120k to \$1.2mm cost of an SMB data breach
 - Downtime – 22 days vs. 48 hours or less
- Outlook:
 - Frequency and sophistication of attacks only increasing



Key Question Quiz

1. Are your employees trained on cybersecurity policies?
2. Do you have an inventory of your hardware and software?
3. Do you have a complex password policy?



Key Question Quiz

1. Are your employees trained on cybersecurity policies?
 - Yes – 23%; No – 75%; DK – 2%
2. Do you have an inventory of your hardware and software?
 - Yes – 49%; No – 22%; DK – 29%
 - Critical security patches done within 48 hours – 33%
3. Do you have a complex password policy?
 - Yes – 70%; No – 29%; DK – 1%
 - Only 18% say they provide a password keeper



Key Question Quiz

4. Do you conduct employee cybersecurity awareness training?
 - Yes – 49% (only 12% every other month or more); No – 50%
 - Free employee benefit vs. new burden

5. Do you conduct employee phishing exercises?
 - Yes – 43% (only 23% every other month or more); No – 55%

6. Do you conduct cyberhealth briefings for leadership?
 - Yes – 28%; No – 70%



Key Question Quiz

7. Do you have multifactor authentication for email access?

8. Do you have endpoint protection?

9. Do you require a Virtual Private Network outside the office?



Key Question Quiz

7. Do you have multifactor authentication for email access?

- Yes – 61%; No or DK – 39%

8. Do you have endpoint protection?

- Yes – 56%; No – 36%; DK – 8%

9. Do you require a Virtual Private Network outside the office?

- Yes – 49%; No – 45%; DK – 6%
 - Are you using a VPN while you are at this conference?



Key Question Quiz

10. Do you have an Incident Response Plan?



Key Question Quiz

10. Do you have an Incident Response Plan?
- Yes – 31%; No – 66%; DK – 3%
 - Only 19% ensure an annual update to their plan



Key Question Quiz Results

Ten Questions

Your Score:

9 or 10 - Good

7 or 8 - Improving

6 or less – High Risk



Other Key Items

- Vulnerability scanning - frequency
 - External; Internal; Dark web monitoring
- Penetration testing
- Administrative Rights – restrict and update
- Back ups – frequency; tested
- Tabletop exercise
- Cybersecurity insurance - Yes – 62%; No – 26%; DK – 12%
 - Ransomware insurance - Yes – 32%; No – 32%; DK – 36%



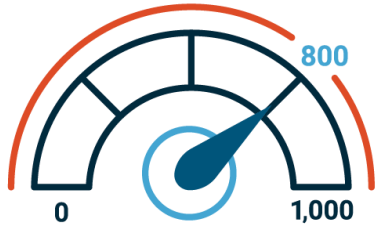
Emerging Topics

- AI – Bad Guys
- AI – Good Guys
- Nation state/surrogate attacks increasing
- Third Party Risk/Supply Chain - requirements
- Social Engineering vs. Tech attacks
 - Texts, voice mails, etc. – tolls, parking
 - Nondisclosure Agreement ploy



SensCy Score

Help mitigate your risk of a cyberattack – uncover your **SensCy Score™**



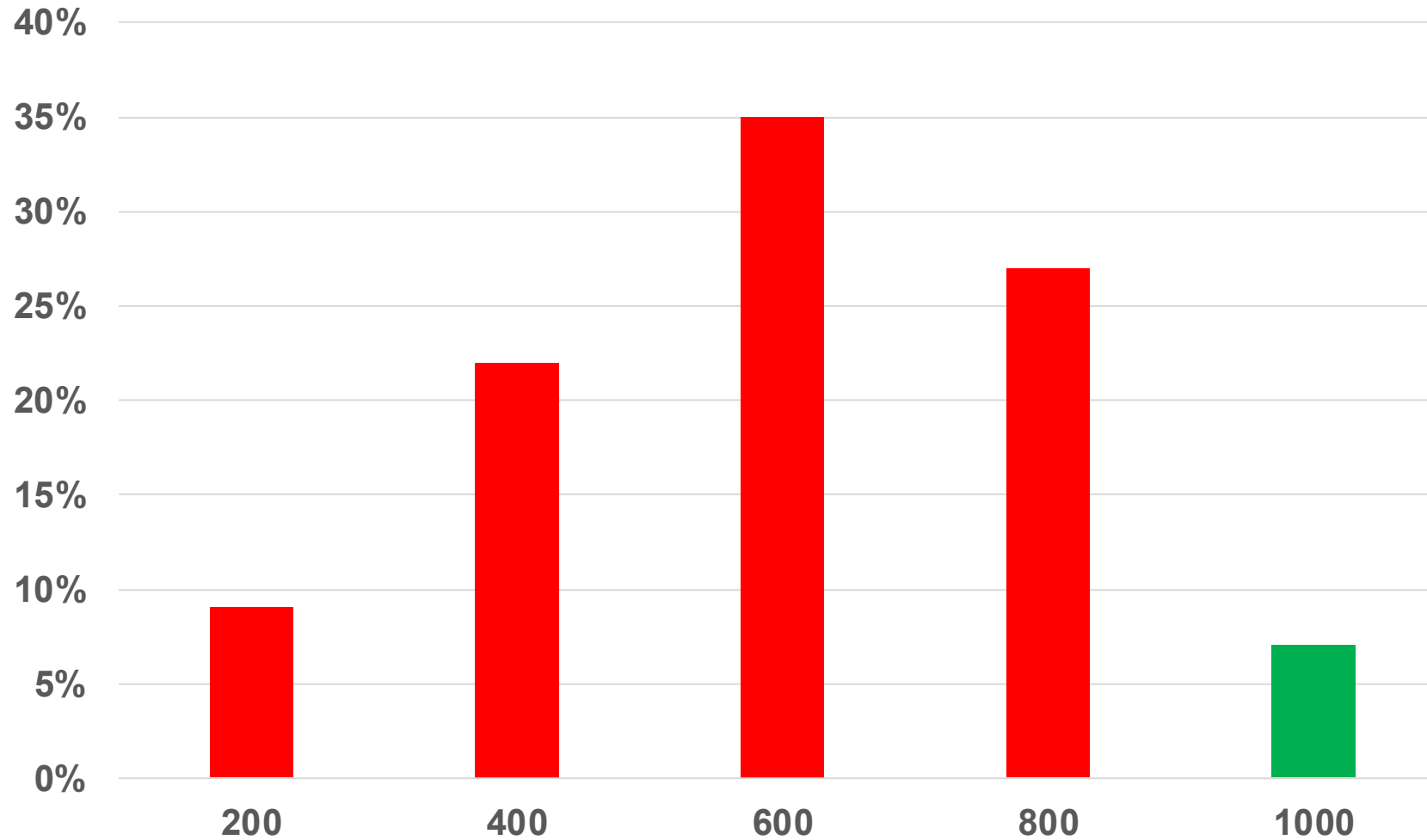
- A great tool to help determine your overall cyberhealth
- The score considers protect, detect, response, recovery, and governance. (NIST standard)
- 39 questions collecting over 100 data points.
- Quick, easy, free. Guided interview takes less than 45 minutes
- Like a credit score, the score is on a scale from 0 to 1000.
- An organization should strive for a score of 800 or more.



To schedule your SensCy Score™ please scan the QR code or visit our website at senscy.com/senscy-score.



Distribution of SensCy Scores



Overall Summary

Good: 7%

Improving: 11%

Poor: 82%

Average: 504



Cost vs. Benefit Analysis of Action vs. Inaction

Cost of a Cyberhealth Plan

- Cybersecurity support
 - Professional assistance
 - Tools
- Time commitment
 - Key internal personnel
 - All online employees
- Insurance cost
- **Total cost: \$10,000-30,000**

Added Benefit: Sleep; Focus

Cost of a Successful Attack

- Loss of calendar and scheduling
- Loss of contacts, including billing info
- Loss of clients' information
- Loss of records, including financial info
- Loss of clients' trust; damage to brand
- Notification requirements; potential protection assistance; possible fines
- Potential class action lawsuit
- Loss of focus
- **Total cost: \$300,000 - \$1mm+**



In Summary

- Cybersecurity risks are only going to grow
- Chronic condition with no cure
- Be Responsible, Be Safer, You can sleep better!
- Make Cybersecurity an active part of your culture!



The Trusted Guide to Sensible Cyber
For Small and Medium size Organizations



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