

LANDING CYBER DELIVERABLES: BEYOND STRATEGY TO IMPACT

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OVERVIEW



- Understanding Organisational Drivers and Culture
- Creating Vision and Aligning Stakeholders
- Turning Strategy Into Action
- Conclusion: Beyond Strategy to Impact

UNDERSTANDING ORGANISATIONAL DRIVERS AND CULTURE



**“VICTORY COMES FROM
FINDING OPPORTUNITIES
IN PROBLEMS.”**



Sun Tzu



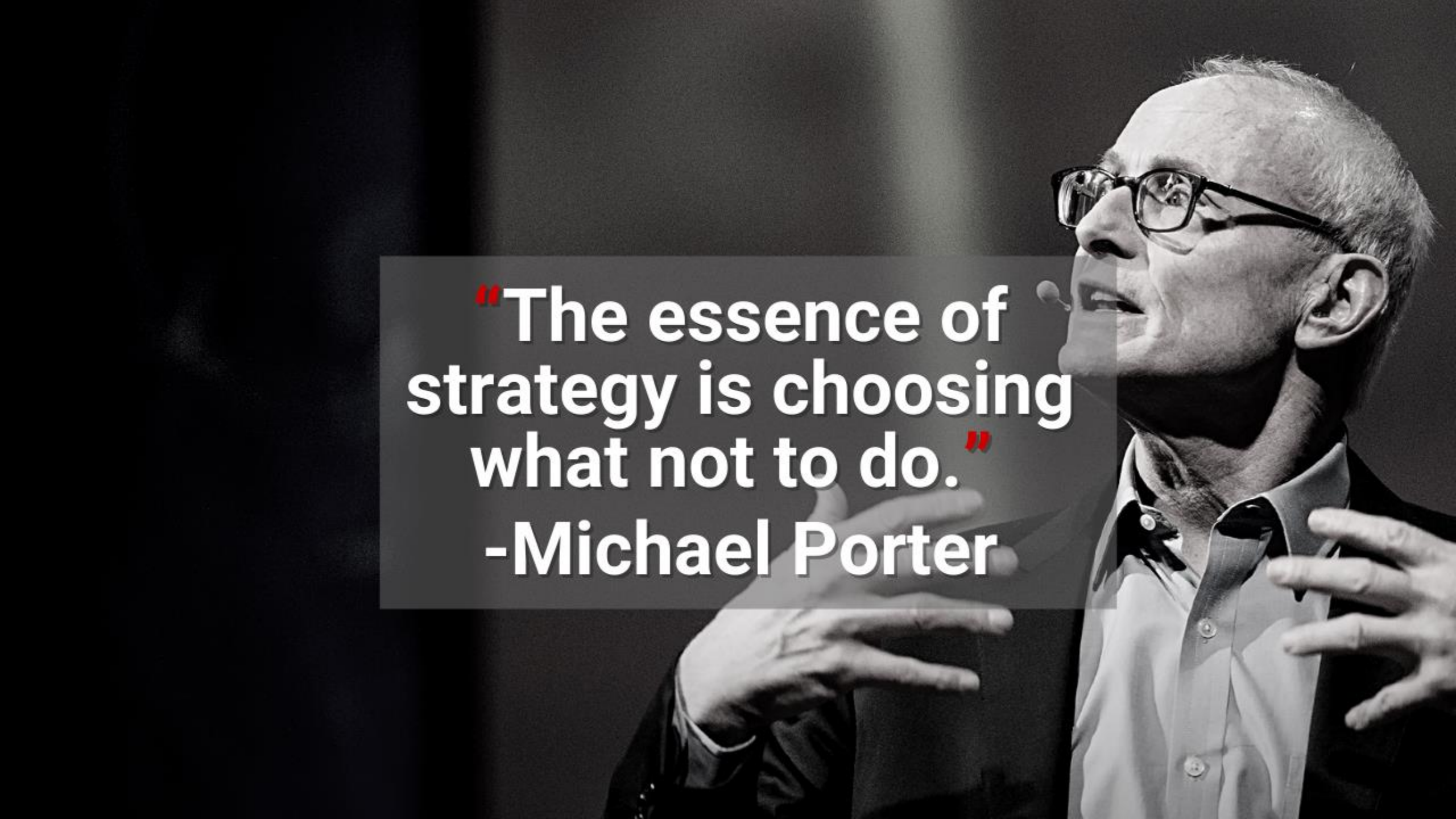
Values

Purpose

Incentive

CREATING VISION AND ALIGNING STAKEHOLDERS



A black and white photograph of Michael Porter, an older man with glasses, wearing a light-colored button-down shirt under a dark jacket. He is gesturing with both hands while speaking, looking upwards and to the right. A small microphone is clipped to his shirt. The background is dark and out of focus.

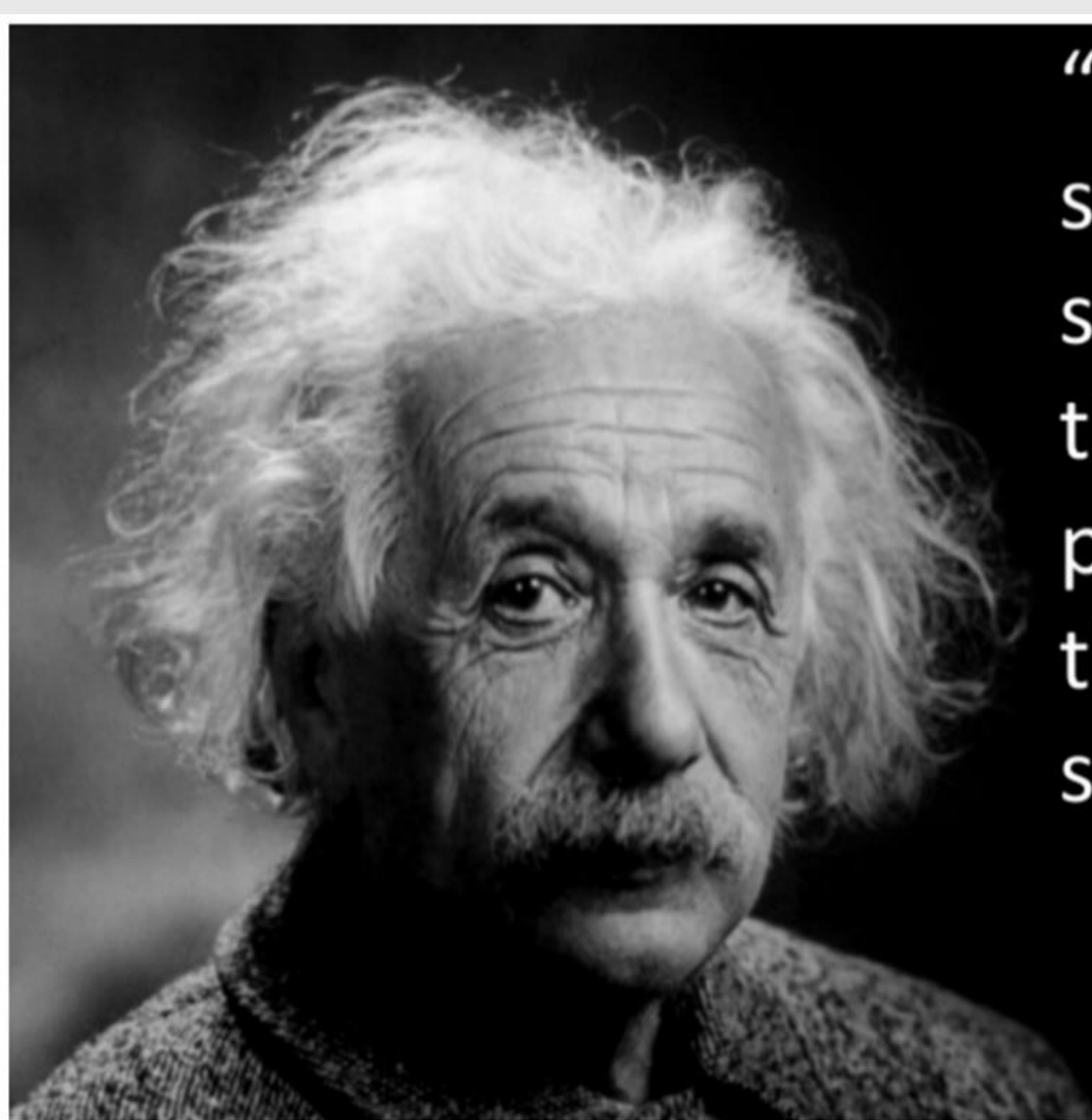
***"*The essence of
strategy is choosing
what not to do.*"***
-Michael Porter



**Deliberate
Focus**

**Competitive
Advantage**

**Organisational
Sustainability**



“If I had an hour to
solve a problem I'd
spend 55 minutes
thinking about the
problem and 5 minutes
thinking about
solutions.”

Albert Einstein



CREATING A CLEAR AND COMPELLING FUTURE STATEMENT

Vision

A strong vision provides a clear reference point for aligning all cyber decisions with organisational strategic goals.

Stakeholder Commitment

A compelling vision statement motivates the organisation to commit and align efforts towards cybersecurity goals.

TURNING STRATEGY INTO ACTION



AVOID
THE
TRAP



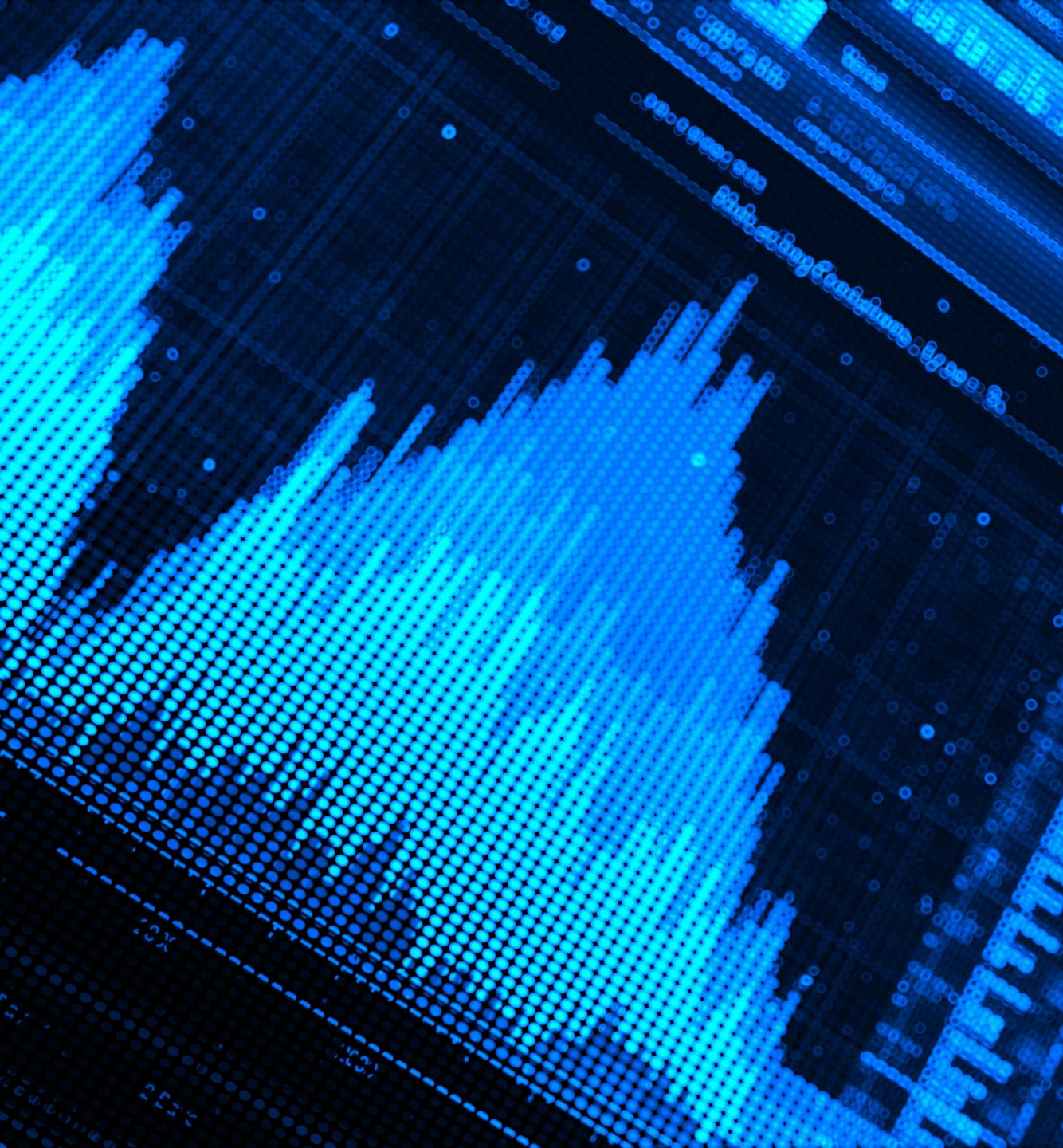


**SUPPORT STAKEHOLDER
INCENTIVES AND GOALS**

Goal Alignment

**Leveraging the
Organisations
Strengths**

Opportunities
(avoid fear mongering)



**USE BUSINESS
PERFORMANCE INDICATORS**

**Moving Beyond
Cyber: Organisational
Benchmarking**

**Support
Organisational
Success**

A photograph of a narrow dirt path winding through a forest. The path is covered with fallen yellow and orange leaves. Tall, thin trees line both sides of the path, their branches reaching upwards. The atmosphere is misty and somewhat somber, with soft light filtering through the trees.

**“THE HARDEST THING TO EXPLAIN
IS THE GLARINGLY EVIDENT
WHICH EVERYBODY HAS DECIDED
NOT TO SEE.”**

Ayn Rand



MAKING CYBER OUTCOMES AND ACHIEVEMENTS TANGIBLE

Communicate Benefits

Use Business Language

Engage Diverse Audiences

Highlighting Progress

CONCLUSION: BEYOND STRATEGY TO IMPACT

Organisational Culture

Recognising organisational culture is essential to align cyber strategy with these values and behaviours.

Vision and Strategies

Creating a shared vision and focused cyber strategies ensures cohesive efforts across all teams.

Strategy into action

Implementing clear plans and meaningful metrics drives measurable cyber outcomes effectively.

Continuous Communication

Ongoing communication fosters engagement and keeps cyber initiatives on track.



FEEDBACK & QUESTIONS