



# BJSL Training Ltd

## Presentation Outline: "The Human Firewall – Investing in Our Digital Future"

**Format:** 30–45 Minute Interactive Session (with lunch provided) **Audience:** Mixed (IT Team, Heads of Dept, General Staff) **Goal:** To socialize the upcoming training investment proposal and explain the "Why" before the "What."

---

### Slide 1: Title & Hook

- **Visual:** A collage of recent news headlines (NHS Synnovis attack, Jaguar Land Rover downtime, TfL hack).
- **Title: The Year the Firewalls Fell: Why We Are Upgrading Our Defences (and Your Skills)**
- **Presenter:** [Your Name]
- **Opening Line:** "We've all seen the news. The NHS, M&S, TfL—major institutions brought to a standstill. Today, I want to talk about how we ensure we aren't next, and the investment we're planning to make in *you* to make that happen."

### Slide 2: The Reality Check (It's Not Just "Hackers")

- **Key Stat:** "85% of breaches involve a human element."
- **Content:**
  - Briefly explain the **Synnovis/NHS** breach: A third-party vendor was hit, causing cancelled operations.
  - Briefly explain the **M&S** incident: Supply chain issues costing millions.
- **The Pivot:** "These weren't just technical failures; they were often people being tricked by AI and sophisticated scams. The 'bad guys' are using AI tools. We need to upgrade our 'good guys' (that's you)."

### Slide 3: The "Agentic" Threat (Why Old Training Isn't Enough)

- **Visual:** Simple graphic comparing a "2015 Phishing Email" (bad spelling, obvious scam) vs. a "2025 AI Attack" (perfect grammar, voice cloning, deepfakes).
- **Talking Point:** "Old school security training taught us to look for typos. In 2025, AI doesn't make typos. We are facing 'Agentic' threats—smart software that hunts for weaknesses 24/7."
- **Takeaway:** "Our current tools are good, but they aren't enough. We need **Human Intelligence** to beat **Artificial Intelligence**."



# BJSL Training Ltd

## Slide 4: The Solution – Partnering with BJSL Training Ltd.

- **Visual:** The BJSL Logo and icons for "Awareness" and "Certification."
- **Content:** "We are presenting a proposal to partner with BJSL Training Ltd., a specialist in UK cyber resilience. This isn't just a tick-box video you watch once a year. This is a skills upgrade."

## Slide 5: WIIFM (What's In It For Me?) – The IT Team

- **Target Audience:** Focus on your technical staff here.
- **Visual:** The **CISSP** and **CompTIA** logos.
- **Key Benefit:** "For our technical teams, this is a major career investment. We are pushing for budget to fund **CISSP certifications**—the gold standard in the industry. We want you to be the most qualified experts in the field, capable of designing world-class security architectures."

## Slide 6: WIIFM – The General Staff

- **Target Audience:** Non-technical employees.
- **Visual:** Shield icon or "Empowered Employee" graphic.
- **Key Benefit:** "For everyone else, this is about confidence. BJSL's training teaches you how to spot deepfakes, how to secure your *personal* data as well as company data, and how to spot social engineering. You become the first line of defence."

## Slide 7: The "Culture of Security"

- **Content:**
  - "Security is no longer the 'Department of No!'"
  - "We are building a culture where spotting a phish is celebrated."
  - "We want to move from 'Fragile' to 'Resilient!'"
- **Interactive Element:** Ask the room: "*Has anyone received a suspicious text or email this week?*" (Gets people talking).

## Slide 8: Next Steps & The Ask

- **Content:**
  - "My ask of you: Support the initiative. When the training rolls out, engage with it. For the IT team, start thinking about which certification path (CISSP/CISM) aligns with your career goals."
- **Closing:** "We are investing in this because we believe our people are our strongest firewall."



# BJSL Training Ltd

## Slide 9: Q&A

- Open floor for questions.