



That is a smart move. Having the formal proposal ready is step one, but being prepared for the "grilling" from the CFO or the Board is what actually gets the budget signed off.

Here is a breakdown of the most likely questions your Board will ask, paired with "CFO-ready" answers that align with the BJSL roadmap.

Strategic FAQs: Anticipating the Board's Concerns

1. "Why can't we just use a £50-per-head online video platform instead of BJSL?"

The Answer: Cheap, generic video platforms suffer from "compliance fatigue." Employees often play them in the background without engaging. BJSL's **instructor-led model** ensures active participation. Furthermore, generic platforms don't address the specific 2026 AI-driven threats (like voice cloning) that our business actually faces. We aren't paying for "content"; we are paying for **behavioral change** and **validated expertise**.

2. "If we train these people and they become highly certified (CISSP/CEH), won't they just leave for a higher salary elsewhere?"

The Answer: This is a common concern, but the risk of *not* training them is higher: having an uncertified team managing our most critical assets. To mitigate this, we can implement a **Training Bond** (a standard HR tool) where the employee agrees to stay for 12–24 months or repay a portion of the course fee. Generally, staff who feel invested in are more loyal and engaged.

3. "How do we measure the ROI of this £27k investment?"

The Answer: We will track three specific Key Performance Indicators (KPIs):

- **Phishing Simulation Success:** We expect a 70% drop in "clicks" on internal test phishing emails within 3 months of the Tier 1 training.
- **Mean Time to Detect (MTTD):** With Security+ and CEH training, our IT team will be equipped to identify anomalies faster, reducing the window of opportunity for an attacker.
- **Cyber Insurance Premiums:** Many insurers now require proof of "robust staff training" to maintain coverage or offer lower deductibles.

4. "Is this a one-time cost, or will you be back for another £27k next year?"

The Answer: The bulk of this—the **Technical and Strategic tiers**—is a one-time foundational "uplift." In subsequent years, the cost will drop significantly, shifting to "Maintenance Mode." This would involve lower-cost annual refreshers for all staff and perhaps one specialized course per year to keep our leads up to date with new AI threats.

5. "Does this training help us with regulatory compliance (GDPR/DORA)?"

The Answer: Absolutely. Under modern regulations, "ignorance" is no longer a legal defence. BJSL's **CISM and CISSP modules** specifically cover the governance and legal frameworks

required to keep us compliant. This training provides the "documented proof" of due diligence that regulators look for in the event of an audit.

This document is copyright BJSL Training Ltd 2026