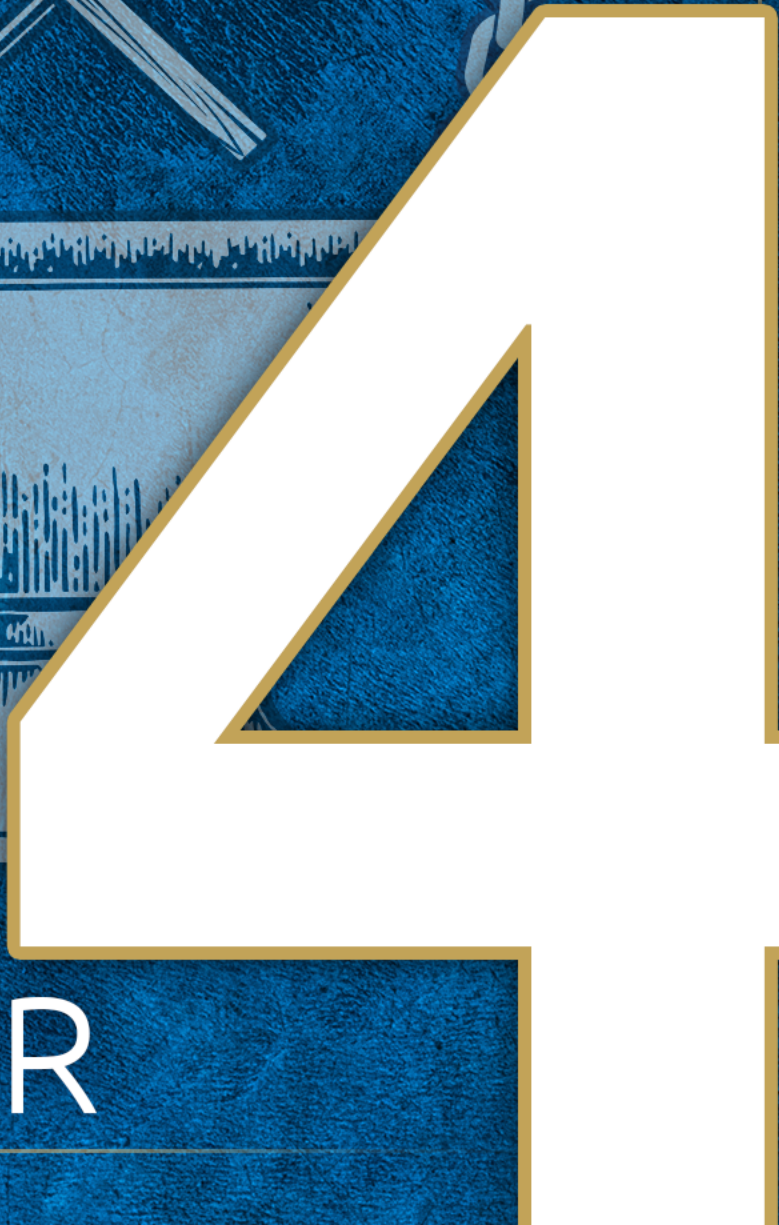


risk3sixty

Renegade Review



2023
QUARTER





Craftsmanship Highlights

Master Tradesmen Who Produce an Uncommon Quality Work Product

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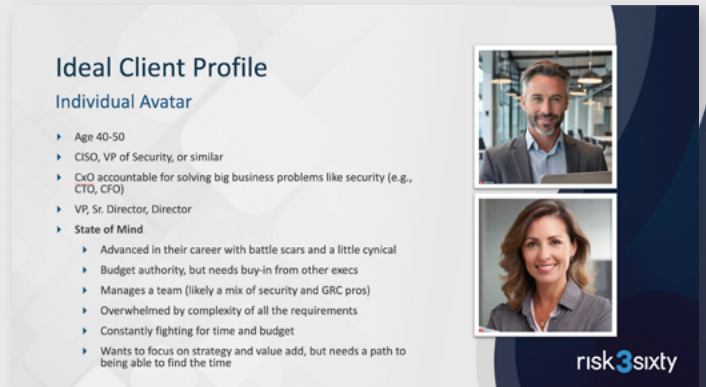
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Branding Refresh & Logo Update

To kick-off all the major changes happening at the firm, we updated the logo to a more modern, visually-appealing one that serves as an enhancement to the previous. The changes may not have been drastic but the intention set off a chain reaction that has resulted in a newly-redesigned website that mimics the aesthetics of the new logo.

Defined New Ideal Client Profile

We're moving up-market and targeting larger firms that experience pain, stress, and friction when it comes to security compliance. Our Ideal Customer Profile (ICP), both for the company and the target audience within them, is clearly defined and has a need for the solutions we offer. This ICP is what now drives our offerings, messaging, marketing, and branding.



Ideal Client Profile

Individual Avatar

- ▶ Age 40-50
- ▶ CISO, VP of Security, or similar
- ▶ CxO accountable for solving big business problems like security (e.g., CTO, CFO)
- ▶ VP, Sr. Director, Director
- ▶ **State of Mind**
 - ▶ Advanced in their career with battle scars and a little cynical
 - ▶ Budget authority, but needs buy-in from other execs
 - ▶ Manages a team (likely a mix of security and GRC pros)
 - ▶ Overwhelmed by complexity of all the requirements
 - ▶ Constantly fighting for time and budget
 - ▶ Wants to focus on strategy and value add, but needs a path to being able to find the time

risk3sixty

Website Refresh

Our brand-new website has launched, and what a success it was. This site not only reflects our future direction but also encapsulates our identity as the technology-enabled professional services firm of the future. Countless hours were spent ideating, creating, and polishing to end up with a website that truly tells our story in an eye-catching, easy-to-navigate way.



risk3sixty Services ▾ GRC Tool Company ▾ Resources ▾ [Contact Now](#)

Security Compliance Programs

Built for Scale

We help companies with multiple compliance requirements certify, implement, and manage their program at scale.

[Contact Us](#)



Without a Strategy, Security Compliance Creates Chaos

Your Program's Success Depends on Strategic Alignment to Business Objectives



Audits & Assessments

Work with us to assess your program with a seamlessly integrated audit.

[Learn More](#)



Implementation

Get help building framework programs like SOC 2, ISO 27001, PCI DSS, and more.

[Learn More](#)



Compliance as a Service

Outsource your compliance program and focus more of your time on strategy.

[Learn More](#)



Christian Hyatt
CEO & Co-Founder

From the CEO

Why We Updated Our Entire Brand at risk3sixty: 3 Lesson Learned



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Why We Updated Our Brand

I recently read the book "The 4 Obsessions of an Extraordinary Executive" by Patrick Lencioni. Patrick says that clarity is the most important thing a leader should focus their time. First, you have to be clear to yourself. Then to your team. And ultimately clear to the marketplace you want to serve. Clarity focuses the energy of you and your team to accomplish great things.

"If you could get all the people in an organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time." - Patrick Lencioni

But if you aren't clear, bad things happen.

Leaders who are confused lose confidence and become indecisive. They don't know what to tell their teams. Their messages are mixed. As a result their team loses confidence too. Sub-cultures form. Great people start to leave. Culture falls apart. And your clients - forget it. They are going to know something is wrong when the quality of your products and services start to go down hill.

Clarity and focus. That's why we updated our brand.

Over the last year our team has done a lot of soul searching. We took a look inside and made some important decisions about the kind of firm we wanted to be. We thought a lot about the clients we feel like we can serve best. We refined the services we think make the biggest impact. And now we are excited to tell the world about it.

Brand Lesson #1: Know Who You Serve

Ryan McGowan joined risk3sixty as the Chief Revenue Officer 3 years and 10 months ago. Ryan spent 15 years in sales leadership positions at one of the biggest companies in cybersecurity. So when he joined risk3sixty, I felt like we had signed a first round draft pick (we had!).

Ryan's unique ability is his instinct for clarity.

For example, historically we have worked really hard at producing content at risk3sixty. We have produced hundreds of whitepapers, trainings, and YouTube videos. But a lot of what we produced was ad hoc in terms of the audience who appreciated it. Some content would be best for start-ups, some content was a better fit for large complex organizations, and some of it spoke to no one at all.

Ryan encouraged us to refine our thinking.

Know Who You Serve

And the reality is that if you offer someone a Timex, when they are in the market for a Rolex, you really aren't helping them very much. Sure, they want a watch. But one person wants to tell time and the other person wants a family heirloom. Those two folks are solving two different problems. Both Rolex and Timex would do well to know the difference. And they do.

The same is true for us at risk3sixty.

We had to paint a picture of the companies and people we serve best. The company size, industry, products, and unique challenges. And not just the companies, but the people inside them too. Their stage in life, their personality, their frustrations, their hopes, and professional challenges.

These details have become our ideal client profile (ICP).

Now, when we develop content, new products, or anything else we can ask: Does this serve our ideal client profile? And if it doesn't, we need to take a good hard look at why we are doing it. We have to know if our customers are shopping for a Timex or shopping for a Rolex.

Clarity means focused energy.

Brand Lesson #2: Know the Problems You Solve

Great. We know if our customers are shopping for a Rolex or shopping for a Timex. That's a good first step. But how do you know what problem they are trying to solve?

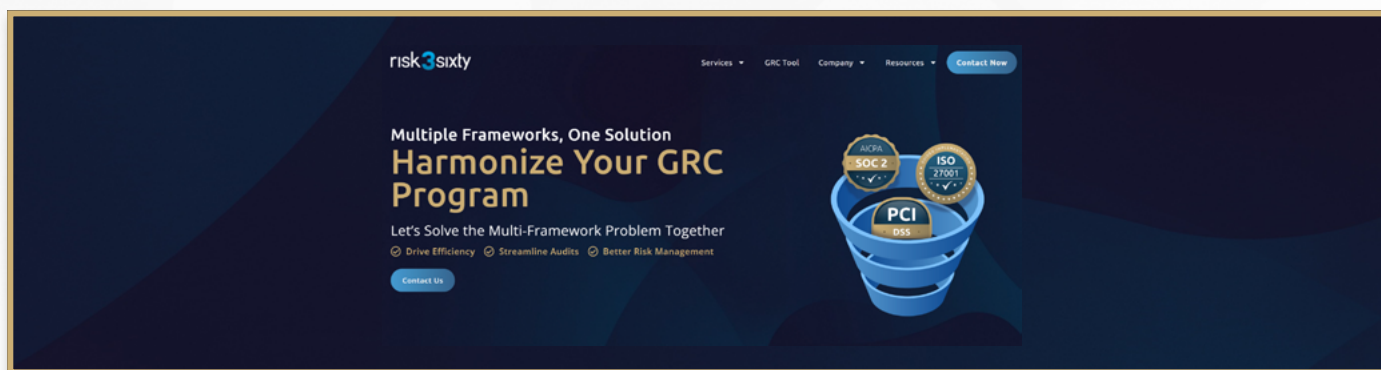
I have known Kevin Ketts for 10 years.

Before he joined risk3sixty as our CTO he already had a successful career as a technology leader. He was hire #4 at a \$500M cybersecurity company and helped one other company hit a market cap of \$8B under his leadership.

Kevin is uniquely brilliant at putting puzzle pieces together to solve hard problems.

So, when Kevin joined risk3sixty he took a look around at the puzzle pieces at risk3sixty. The culture, the people, the playbooks, and our GRC platform fullCircle. We had all the right stuff, but we still needed to put it all together to solve the right problems.

***"Risk3sixty is unique because we have a team of experts, step-by-step playbooks refined over 1000 projects, and fullCircle GRC platform all in one place. It was built for experts by experts who do this stuff everyday. And it shows."* - Kevin Ketts**



Know the Problems You Solve

But what problems are we trying to solve?

That's when Kevin went to work. Under Kevin's leadership, our team performed dozens of interviews with team members, our clients, and prospects. We learned all about the problems they and their companies are trying to solve.

Here are four examples of the type of things we heard:

- **"Compliance cost too much and requires too much effort from our team."**
- **"Our engineering teams are frustrated. They feel like compliance doesn't add value and distracts them from the important work they need to do."**
- **"I am tired of fire fighting, the anxiety, and feeling insecure that we aren't doing the right things when the auditor shows up."**
- **"We want our compliance program to integrate with our cybersecurity strategy. It should help us reduce risk."**

The feedback was packed with emotion. That gave us a lot of confidence that we had problems worth solving. We used that feedback to refine our products, our services, and our brand.

Clarity means focused energy.

Brand Lesson #3: Get Your Team On Board

Communication is a funny thing. Anyone who has been married or has kids knows how hard it is. And communication gets harder and more complex the more people involved.

At risk360 I have watched communication become increasingly complex over the years. It used to be just me. Then me and a business partner. Now it is me, my business partner, 6

executives, over 50 team members, and hundreds of clients. If you do the math that creates a lot of possible communication pathways.

We knew we had to get the whole team on the same page about the important changes we are making to our brand.

"Focus everyone's energy toward one thing and amazing results will follow." - Gino Wickman

4 Things We Did to Get Everyone On the Bus

One: Leadership on the Same Page

We worked really hard to get the whole leadership team on the same page about our brand changes. That meant we needed to get the big things right - like our vision. But it also meant that we had to have the small things right too - like using the same vocabulary to describe things.

Our goal is to be able to repeat the same message and using the same words no matter which one of us was asked. That kind of consistency creates unity and inspires trust.

Two: Leaders Have To Be On Repeat

The marketing rule of 7 says that people have to hear something 7 times before they remember it. I don't know the science behind it, but I think it is true enough. Leaders have to repeat things a lot. Your vision, your goals, your values, your expectations. After about 7 times it seems to stick.

Here are a few ways we repeated the brand message internally:

- **Annual kick-off meeting**
- **At each of our quarterly team meetings (4x)**
- **Weekly all hands meetings (52x)**
- **Weekly lunch-n-learns (52x)**
- **Written and video communication internally**



Three: We Are a Training Organization

Our co-founder Christian White is a former Army officer and West Point grad. That kind of pedigree lends itself to a certain way of thinking. Specifically, CW knows that nothing can happen without his people. And people need great training. That's probably why CW says that "risk3sixty is a training organization".

Here are three examples that helped us get ready for the brand release:

- **The Journeyman Program** - risk3sixty's 6 month leadership development program
- **The Relationship Owner Program** - risk3sixty bi-annual training program that teaches consultants to become trusted advisors
- **fullCircle GRC Academy**- An ongoing training led by our product team to teach every consultant at risk3sixty to be a power user on our GRC platform fullCircle.

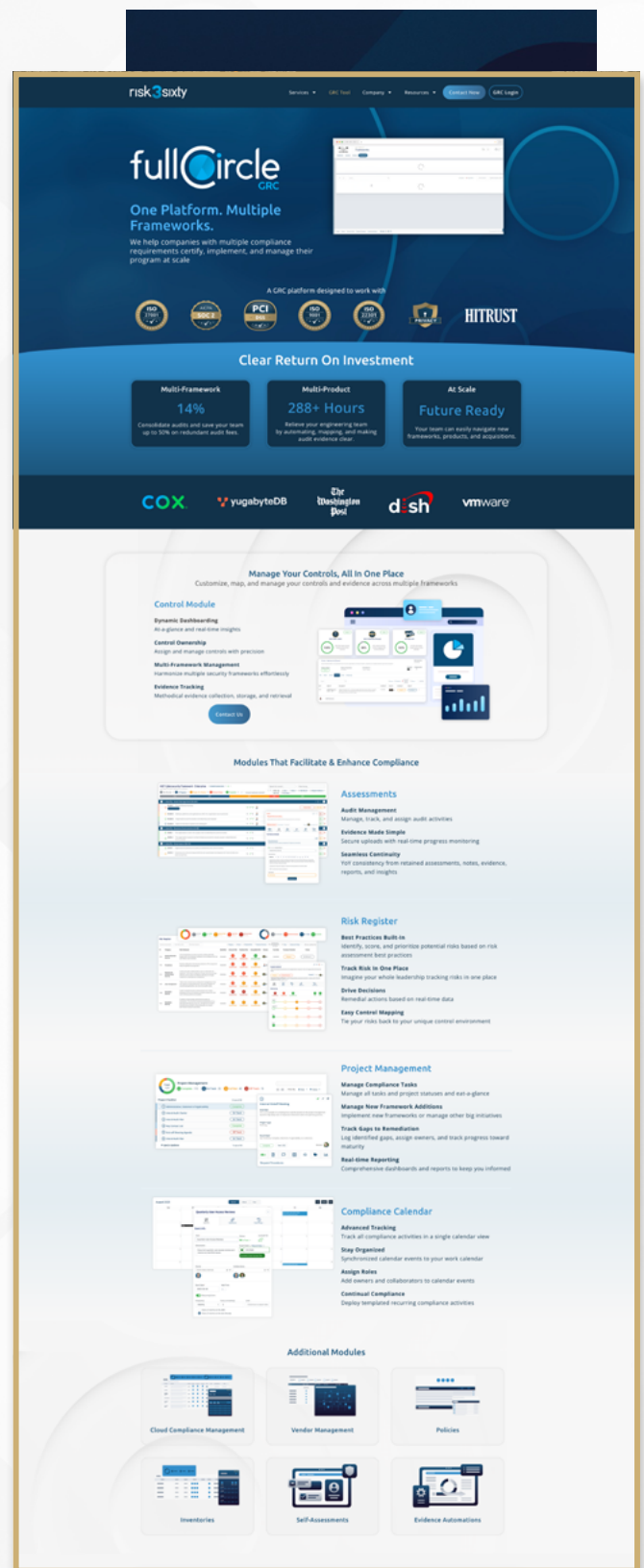
This may seem like a lot of communication, but we know that success is tied to our team. If folks are tripping over themselves, confused, or detractors - we fail. If everyone is rowing in the direction - we are unstoppable.

Clarity means focused energy.

The Result: More Than a Brand Update

We are excited to share our new brand with you. If you want to take a look at some of the big updates we've made, here are a few highlights:

- **We updated our website**
- **We rebranded and made some big product updates to fullCircle**
- **We refined three new services: Compliance as a Service (CaaS), Multi-Framework Compliance Programs, and Red Teaming.**





Phalanx Rebrand to fullCircle

Phalanx is now fullCircle, and with it comes a fresh new look and the addition of the revolutionary Controls Module. This truly is a trailblazing GRC platform, one that reshapes the way frameworks are harmonized and simplifies security compliance.

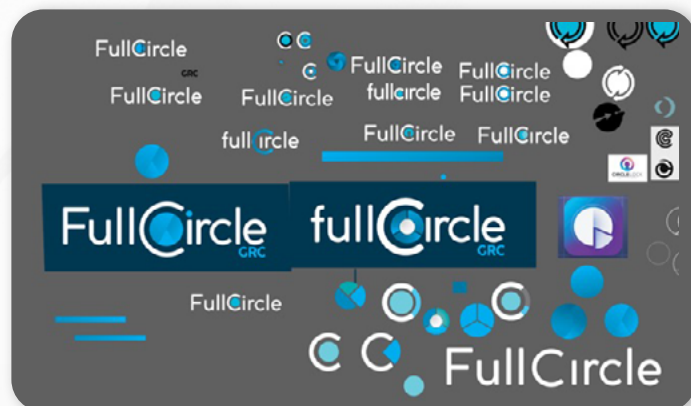
The renaming and rebranding process took research, brainstorming, many meetings, and a good dose of creative genius to get to a final product that not only looks stellar, but has a direct connection to the rest of the rebrand.

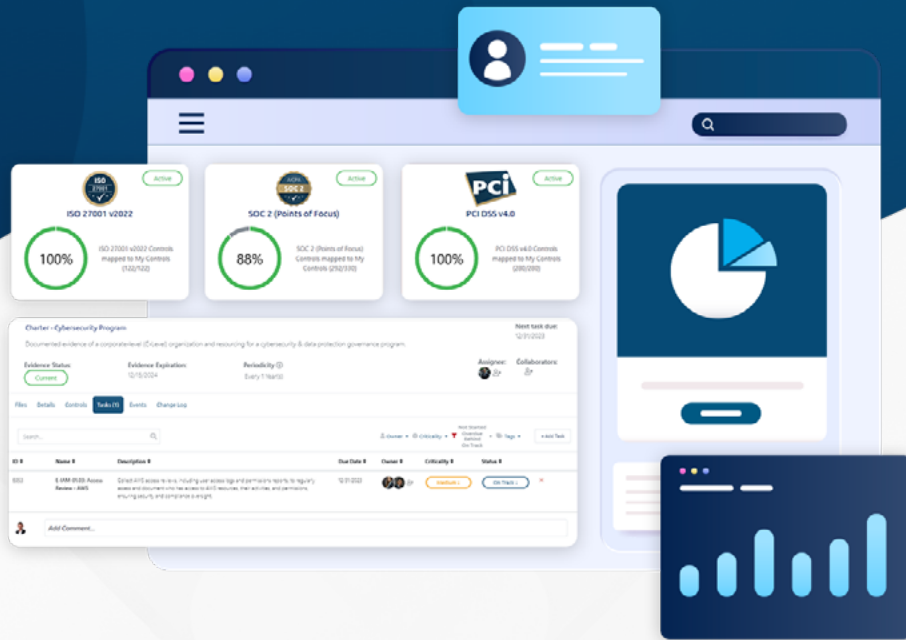
The new Controls Module has controls across frameworks take center stage. The risk3sixty Engineering Team knocked it out of the park, and what they've built will revolutionize compliance management

Previous Branding



Design Process





Introducing Controls Module

Customers can now manage their controls, all in one place thanks to the new Controls Module. It helps customize, map, and manage client controls and evidence across multiple frameworks.

Features Include:

Dynamic Dashboarding

At-a-glance and real-time insights

Control Ownership

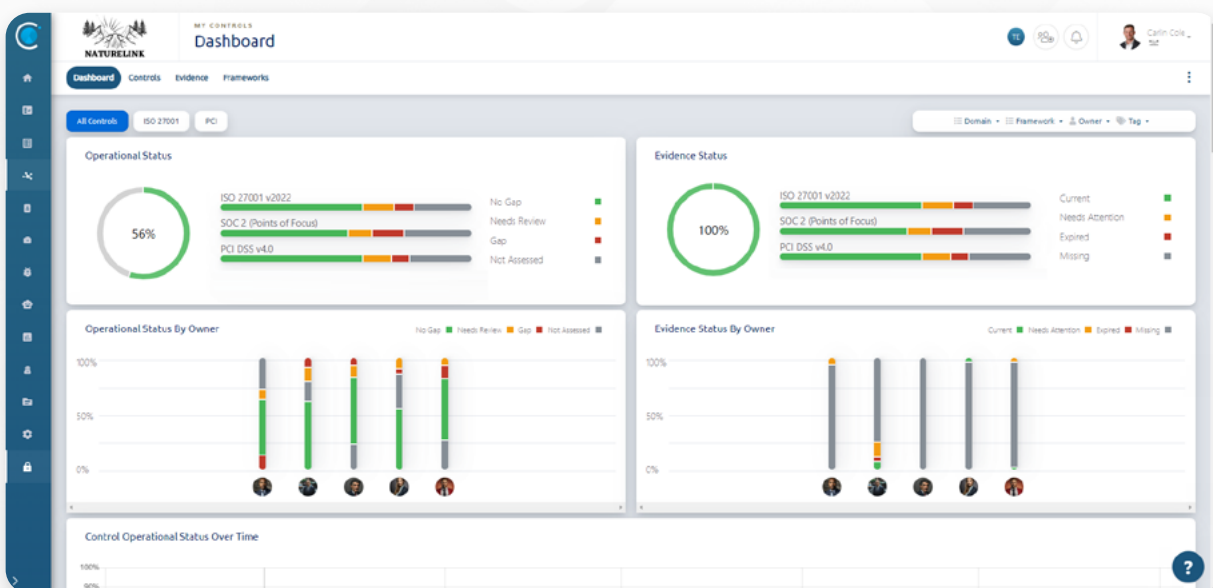
Assign and manage controls with precision

Multi-Framework Management

Harmonize multiple security frameworks effortlessly

Evidence Tracking

Methodical evidence collection, storage, and retrieval



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OFFENSIVE SECURITY



Red Teaming

Simulating real-world attacks

[Read More](#) ⓘ



Continuous Testing

Ongoing & automated

[Read More](#) ⓘ



Penetration Testing

Internal & external

[Read More](#) ⓘ

Offensive Security Team Rebranding

We rebranded our Offensive Security Practice, formally known as Renegades Labs to Offensive Security Team (OST) to better reflect the breadth of services and capabilities of our team.

These elite practitioners have continuously impressed us with their abilities to uncover some of the most complex vulnerabilities.

When it comes to uncovering vulnerabilities in our clients' cybersecurity ecosystem, there's no better choice.

(White) hats off to Cory Wolff, Director of OST, and his elite team for always striving to go beyond checking the box.





Relationship Owner Training

Christian White ("CW"), risk3sixty's President & Co-founder, always says "Great organizations are training organizations."

At risk3sixty, the importance of training goes far beyond checking off a to-do task. To ensure consistent and quality delivery, we instituted the Relationship Owner Program earlier this year. The Relationship Owner Program is a bi-annual firm training program we offer to emerging managers to help them to understand the best practices for consulting and client service.





Team Highlights

Continuity in Purpose and Action



Q4 Offsite Meeting

The risk3sixty team once again gathered at the local Alpharetta, Georgia, library for the quarterly offsite meeting. In this inspiring setting, the team took stock of the firm's accomplishments and set their sights on our 2024 goals and beyond.

The team dove into all the significant changes, including website updates, new service offerings, the new fullCircle GRC platform, financial insights and examined forthcoming changes to keep the firm on the cutting edge of the industry.

Risk3sixty's leadership held a town hall style Q&A at the end to address all team member's questions. The event also included many fun moments such as the Spirit Week Challenge and the now-immortalized "Montoya" spirit week high-kick!

2024 is a big year for the company and we're just getting started.





Team Social & Happy Hour at The Roaring Social

After risk3sixty's annual meeting, the team capped off the evening with wins and accomplishments at a local restaurant in Alpharetta, Georgia.

It was a memorable event with phenomenal food, great company, and good vibes.

The team looks forward to the next celebration!



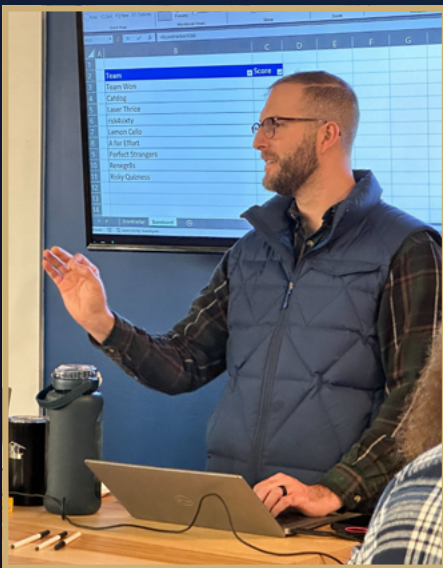


Trivia Night

What's the capital of Hungary? If you guessed the right answer, you would have received points at risk3sixty's annual trivia night at the HQ.

The firm came together in teams to test their general knowledge against one another. The night included students from our two capstone Georgia Tech Technology & Management Program and summer interns who crushed the event!

It was a memorable night for all, especially for our host, Christopher Donaldson, Director of MPSC!



New Hires



TJ Capaldi
Senior Associate



Elizabeth McConnell
Consultant



Nick Swink
Senior Consultant



Boon Jin
Consultant

Promotions



Jeff Hoskins
Manager



Jeremy Brandt
Consultant



Kendall Morris
Customer Experience Manager



Patrick Nakayama
Consultant



Luqman Elrifadi
Consultant



Cal Supik
Manager of Software Engineers



Mary Kathryn
Product Manager



Lindsey Nicholas
Senior Associate



Will Black
Manager

Journeyman Program Cohort 2

The Journeyman Program is a leadership training program offered to rising leaders across the firm. In the six-month leadership program, participants will reflect and identify personal leadership capabilities, learn what it means to be a leader at risk3sixty, and apply what they learn into practice through an action learning project.



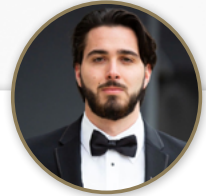
Andrew Johnson



Ashley Jackson



Wright Malone



Joey Braidó



Jordan Yanev



Zach Fey



Josh Smith



Kevin Brown



Madi Loewe



Will Black

Team Spotlight

Risk3sixty encourages additional training and certifications by covering the cost and time for employees to grow their skills and experience. The firm is proud of what these individuals accomplished this quarter.



Leah McMillan

ISO 27001 Transition



Lindsey Nicholas

AWS Cloud
Practioner



Josh Smith

ISO 27001 Lead
Implementer



Kendall Morris

Certified CS
Manager Level 5



Jeff Hoskins

ISO 27001 Senior
Lead Implementer



Erik Peterson

ISO 27001 Lead
Implementer



Andrew Gahan

Red Team Operator



Andrew Johnson

OffSec Experience
Pen Tester (OSEP)



Steadfast Highlights

Consistent, Firm, and Adherence to the Code



CONSULTING®
THE PEOPLE • THE PROFESSION • THE LIFESTYLE

Risk3sixty Secures Industry's Elite with Recognition as a Top Workplace

At risk3sixty, our unique and dynamic work culture continues to be a magnetic force in attracting the brightest minds in the cybersecurity field. Our Atlanta headquarters is buzzing with the energy of six new experts in IT and cybersecurity, elevating our total team strength to nearly 50 innovative professionals.

Our commitment to providing a nurturing and growth-oriented workplace has been recognized twice in a row by Consulting Magazine, and the Atlanta Business Chronicle also celebrates us as a top employer. These honors reflect our unwavering dedication to making risk3sixty a place where the best want to work.

Christian Hyatt, our CEO and Co-founder, acknowledges that these awards have given us a competitive advantage in attracting skilled professionals in a challenging market. Our latest

addition, Andy Montoya steps in as the Head of Marketing, bringing a wealth of experience and a strategic mindset to spearhead our marketing initiatives and support sales growth.

risk3sixty is not just another cybersecurity firm. We're a team that values and invests in our people, which is evident from the accolades we receive and the quality of professionals who join us. We are driven by a mission to empower businesses with robust security, privacy, and compliance solutions through our advanced GRC platform and a seasoned leadership team.

Our excellence in cultivating a supportive environment has been consistently recognized, making us an employer of choice, especially noted for embracing military veterans, a commitment honored by the U.S. Department of Labor's HIRE Vets Medallion Award.



Christian Hyatt Named Georgia Titan 100

The Titan 100 program recognizes Georgia's Top 100 CEO's & C-level executives. They are the area's most accomplished business leaders in their industry using criteria that includes demonstrating exceptional leadership, vision, and passion.



Blog Post

Outsourcing Security Compliance Enables Growth, Cuts Resources & Friction

If you're bringing products to market or delivering exceptional services to customers, maintaining a security compliance program is one of the last things you WANT to do, but one of the most important things that MUST be done. That is why outsourcing security compliance is necessary and a strategic decision to foster growth and reduce operational friction.

Blog Post

Core vs. Context: Embrace Your Core, Outsource Your Security Compliance Program

In the business world, Geoffrey Moore introduced a game-changing concept of "core" versus "context." Think of it as the magic that makes your company stand out (core) versus the mundane necessities that everyone has (context).



Whitepaper

ISO 27001 & 27002 Updates

This whitepaper is intended for any organization looking to become certified or is currently certified against ISO/IEC 27001:2013. It will dissect everything you need to know about the changes and provide best practices for incorporating these upcoming changes into your program.

risk3sixty

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