

Case Study- 'Alfiyat' a futuristic smart city in need of Cybersecurity change adoption.



Client

Al- Fiyat is a futuristic smart city being built in the Middle east. It has planned to incorporate innovative solutions powered by renewable resources.

The smart city will include mixed use communities, sports & entertainment venues, educational centers & tourist destinations.

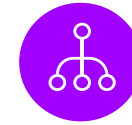


Case for Change

As a cognitive city to be built on data and technology, having a higher level of connectivity and reliance on very advanced automation (AI/ML) comes with higher risk exposure.

Hence, Al Fiyat, also additionally aims to be a world class cyber resilient organization that can provide a safe cyberspace, enabling growth and prosperity to the smart city.

To achieve its vision, it is imperative for Al-Fiyat to stay protected from cyber attacks, safeguard their brand equity, build customer trust and be seen as leading the way for future smart cities.



Background

The organization is still nascent, evolving, with a low focus on cybersecurity. It comprises of a diverse set of people, with many third party and contract resources possessing a varying degree of awareness of cyber threats that could impact them and their organization.

Due to the current level of cybersecurity awareness in the organization, the management is in ardent need of impactful communications around basic cybersecurity practices and behaviors across all levels right from leadership to the employees, to enable adoption of the new change. At the end of the communications & change program, the management would also like to see the effectiveness and impact of the interventions.

You have been hired as a communication specialist, and your job is to build a culture of Cybersecurity adoption by developing a Cybersecurity Awareness Communications Program & Voice across all levels. Please devise your strategy by answering the questions in the next slide.

WHAT YOU NEED TO DO?

- Create an “End-to-end communications strategy and plan” (not more than 8-10 slides) , on how Al- Fiyat can harness this force of change empowering its employees to smoothly carry out their daily business operations without fear of Cyber-threats looming in the organization’s environment.

Your solution should include the following:

- ❖ Call out key stakeholder engagement activities to manage this change
- ❖ An end-to-end communications plan for what the change will mean for the organization and why it is necessary ?
- ❖ Recommend digital and social communication tactics to improve awareness, understanding, adoption of the new culture.
- ❖ Mention KPIs to measure the success of your comms plan and mention expected outcomes at each stage and at the end of the program
- ❖ Include typical people related challenges and highlight any assumptions