

The FAIR Institute is a non-profit professional organization dedicated to advancing the discipline of measuring and managing information risk.

It provides information risk, cybersecurity and business executives with the standards and best practices to help organizations measure, manage and report on information risk from the business perspective.

The FAIR Institute and its community of more than 6,000 members – represented by 30% of the Fortune 1,000, 8 out of the Fortune 10 and 75% of the Fortune 50 - focuses on innovation, education and sharing of best practices to advance FAIR and the information risk management profession.

FAIR Executive Briefings are offered at no charge in both virtual and face-to-face formats for organizations seeking to advance their understanding of the model and best practices for its organizational adoption.

### What is a FAIR Executive Briefing:

---

A complimentary briefing – no shorter than an hour but preferably two or more, delivered in either a video conference or onsite fashion – where the FAIR model is discussed along with details on how it works, use cases on the value it delivers to the organization are reviewed, and blueprints for education, consensus building and organizational adoption are reviewed.

### Why would I want a FAIR Executive Briefing:

---

These briefings are designed to help the entire organization align on the same page around the need to advance cyber security risk management practices.

Led by one of the three most experienced individuals in the field of cyber risk quantification (Jack Jones – the author of the FAIR model, Jack Freund – co-author of the 'book on FAIR,' or Nick Sanna – President of the FAIR Institute) – these sessions are designed to help build an understanding of cyber risk quantification, build consensus for its adoption and help the organization on a pathway forward.

### Am I a candidate for a FAIR Executive Briefing:

---

If you are an organization with a billion or more dollars in revenue seeking to advance your cyber risk management program from one of maturity models and/or qualitative heat maps (red|yellow|green) to one that focuses on a financial understanding of cyber risk, you are a candidate for a briefing.

Ideally, your organization already has some involvement with the FAIR Institute – such as a groundswell of employees involved in the Institute, having taken some training, etc. – but this is not a requisite.

### What commitment do I need to make to receive a FAIR Executive Briefing:

---

These briefings are offered at no-charge but carry cost for The FAIR Institute. As such, we ask that the sessions be designed to provide maximum value to your organization. As an executive level discussion, we ask the following commitment from your end before scheduling:

- A minimum of 1 hour commitment from your team (preferably 2) – hosted either at your organization site or online via video conferencing
- Presence from your executive team (C-level resources, Vice Presidents, Senior Directors, Directors – Risk, Security and Risk Committee team members)
- Coordination in advance of the briefings to outline specific wants and needs from your end and to discuss the general agenda for the meeting
- Agreement on a post-briefing follow up session where additional questions will be addressed and a general “debriefing” can occur
- Membership in The FAIR Institute from key resources involved in the discussion. Membership is free and requires nothing more than an open mind to learn and engage with the community of your peers already advancing the practice of cyber risk quantification.