

BUILDING PRESSURE

ABOUT LIABILITY IN THE BOARDROOM

Pressure is building for boards and management teams to be especially wary of any corporate behavior that can impact their brand and erode shareholder value.



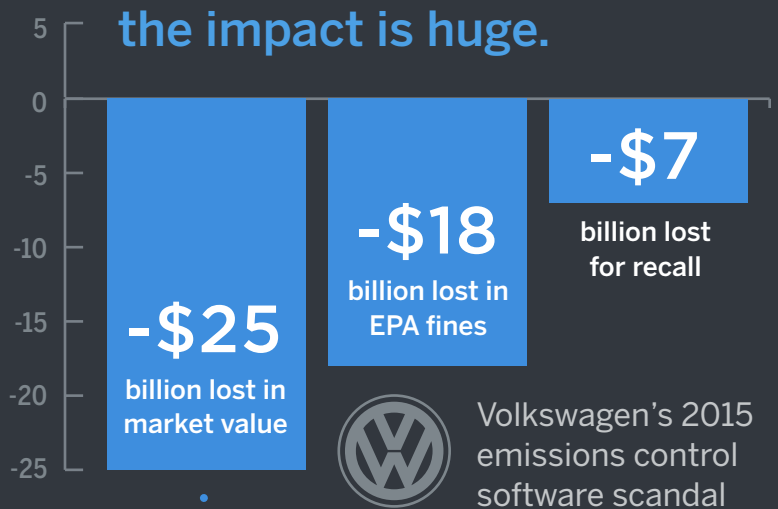
88%

of the S&P 500 market value consists of goodwill and intangible assets such as reputation, brand, and customer experience.

FORRESTER 2015



So when a company's reputation is compromised, the impact is huge.

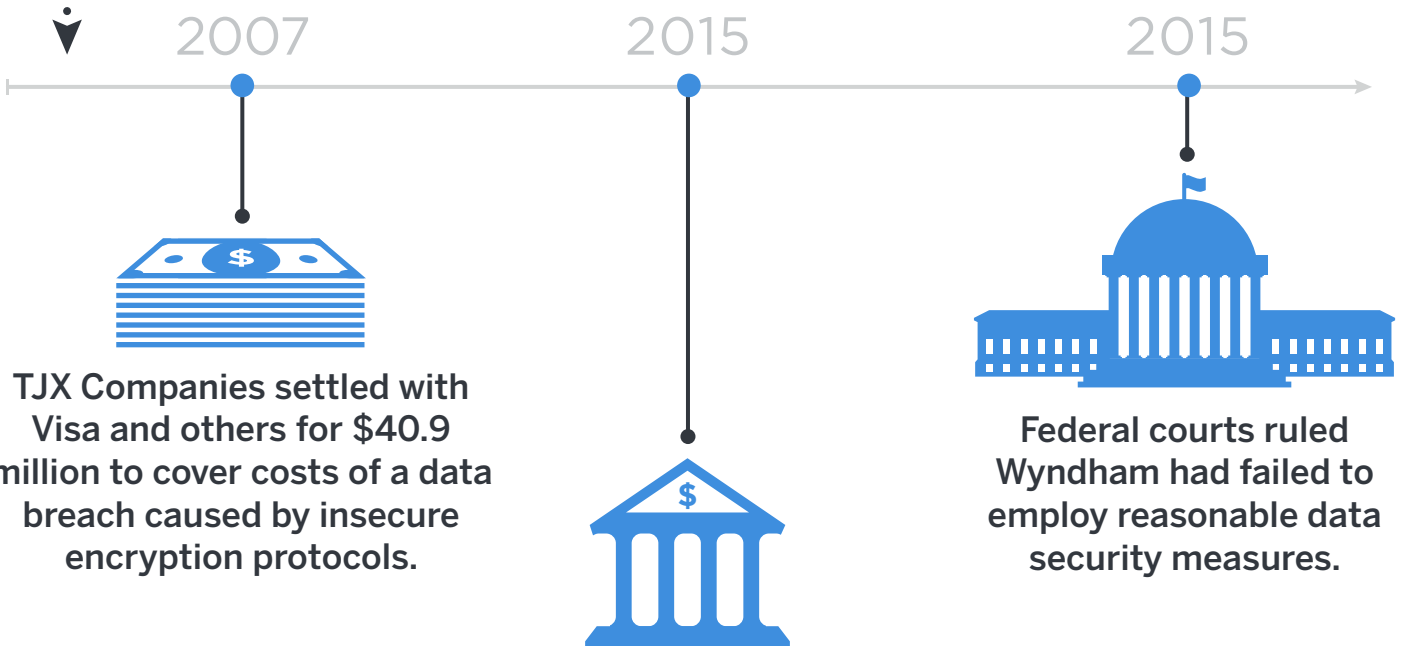


Security is the second-leading risk to a company's brand.

DELOITTE 2014



Costly cyberattacks lead to increased legal action over liability.



Banks and credit unions pursue retailers for cyber breaches, claiming retailers ignored warnings from experts that their systems were vulnerable to attack or purposely disabled security controls that would have prevented breaches.