

The Revenue Shock Simulation

(A 60-Minute Executive Decision Drill)

This is not a cybersecurity test.
It is a leadership alignment assessment
that reveals how leadership behaves when
information is incomplete, and revenue is
at risk.



The Setup

Premise: You do not have full information. You must make decisions with ambiguity.



Assign roles:



CEO
Final authority



CISO
Technical lead



CFO
Financial exposure



Head of Product
System dependency



Head of Communications
External messaging

No observers. Everyone participates.

Phase 1 – The Signal

(Minute 0-10)

You Receive:

- An alert: Abnormal API traffic from a third-party plugin.
- A Slack message: “Checkout conversion rate dropped 12% in the last 15 minutes.”

But no confirmation of a breach. Yet you must act, and you have 10 minutes.

Board-Level Decisions Required



- Who has authority to disable the integration immediately?
- What revenue impact threshold justifies shutdown?
- Does the CEO intervene at this stage?

Evaluation Criteria



- Clarity of command
- Time to first decision
- Revenue-risk tradeoff articulation

This forces a tradeoff: Revenue vs. risk.

Phase 2 – Escalation

(Minute 10–25)

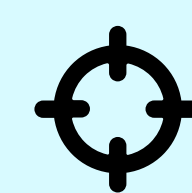
New information:

- A customer emails claiming they see another user's data.
- Legal asks whether to prepare disclosure documentation.
- Engineering says shutting the plugin may break marketing attribution.



Evaluation Criteria

- Cross-functional alignment
- Legal readiness
- Financial exposure visibility



Board-Level Decisions Required

- Do you prioritize forensic certainty or revenue continuity?
- Who determines regulatory exposure?
- What is the internal communication protocol?

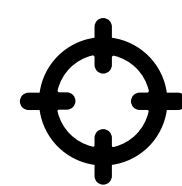
This tests for Authority clarity and Risk appetite alignment.

Phase 3 – External Pressure

(Minute 25–40)

New Information:

- A journalist contacts your PR team.
- Social chatter is increasing.
- No confirmed data exfiltration yet.



Board-Level Decisions Required

- Issue holding statement or wait?
- Notify regulators preemptively?
- What message does the CEO communicate to the board?



Evaluation Criteria

- Reputation risk assessment
- Governance maturity
- Message consistency

This tests for Reputation management under uncertainty.



Phase 4 – Confirmed Impact



New Information:

- Data exposure confirmed.
- 5% of customer records affected.
- Checkout unavailable for two hours.



Executive Reflection

- Which decision delayed containment?
- When did revenue impact become clear?
- Where was the authority unclear?
- What system dependency surprised leadership?

Executive Resilience Scorecard

Rate 1-5 across:

-  Containment Speed
-  Authority Clarity
-  Revenue Visibility
-  Legal Preparedness
-  Communication Alignment
-  Leadership Composure



Total Score: ____ / 30

Interpretation

- 24–30** → High Governance Resilience
- 18–23** → Escalation Friction Present
- <18** → Leadership Velocity Risk

Remember

Security maturity is not measured by audit completion.

It is measured by:



How quickly leadership can decide



How clearly authority is defined



How effectively revenue continuity is preserved

If this drill exposed hesitation, your organization does not have a technical weakness. It has a governance velocity gap.

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