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Article

From panic to preparation

Adrian Cox • October 13, 2025

Almost every day we see reports on the damage that cyber-attacks are inflicting on businesses around the world. Perhaps business leaders are left simply wondering when it will be their turn for operations to be shut down, data leaked, and trust fractured.

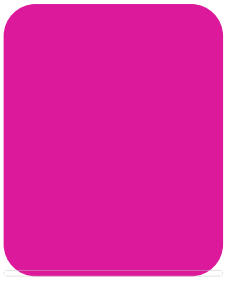
I reject that thinking. While there is no simple solution to this problem, and cyber-attacks are inevitable, it’s time to build a mindset of preparation, not panic. Building resilience that focuses on before, during and after prevention and protection is the only way we can avoid prolonged outages that shatter reputations and cripple finances. Whilst no institution is impenetrable, appropriate controls and protections do help, and the quality of response to an attack is as impactful as preventing one in the first place.

Insurance is an important part of the solution, but it cannot be the only piece.

I would encourage business leaders to take action, putting cyber protection and security at the heart of their business thinking and engage with their insurance broker to ascertain the role that it can play to ensure they are as resilient and ready as possible.

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