

If you are reading this, you have taken the first step in understanding and mitigating cyber risk for your business. **This toolkit contains a number of resources specially designed to help you recognize and address your business's cybersecurity risks.**

Toolkit Contents

- **Begin the Conversation: Understanding the Threat Landscape**
Aware that cybersecurity is an issue, but not sure where your business stands? This guide explains various cybersecurity concepts to help you start evaluating your program.
- **Getting Started: Top Resources for SMB**
This list contains free, easy-to-use resources that can guide your business – whether a startup or an established enterprise – toward stronger cybersecurity and risk management practices.
- **Cybersecurity for Startups**
This one-page overview provides information on how startups can begin to grow their cyber resiliency efforts in tandem with their business to maintain consumer trust and company longevity. Inside is an overview of why cybersecurity is an important consideration for startups and five steps startups should take to begin increasing their cyber resilience.
- **C³ Voluntary Program Outreach and Messaging Kit**
This kit contains general information about the Critical Infrastructure Cyber Community (C³, pronounced "C-Cubed") Voluntary Program. The C³ Voluntary Program provides a central repository of tools and resources for the critical infrastructure cyber community to increase awareness and use of the National Institute of Standards and Technology (NIST) Cybersecurity Framework, and to encourage organizations to manage cybersecurity as part of an all hazards approach to risk management.
- **SMB Leadership Agenda**
This guide helps small and midsize business owners start a conversation with their management teams about addressing their business's cybersecurity needs.
- **Hands-On Resource Guide**
This guide explains a number of free tools and resources from the Department of Homeland Security and its partners that directly connect you with personnel who offer immediate and sustained cybersecurity assistance to organizations, including SMB.

To learn more about the C³ Voluntary Program and upcoming events, please visit <https://www.us-cert.gov/ccubedvp>.

