



# AI Is In Your Network - Now What?

*The real breach often starts with ungoverned AI, not attackers.*

Sabrina Amjad,  
Founder of Vanbri Global Consulting  
Information Security Conference





# Every AI Touchpoint Is a Trust Decision



## Moments of Consequence

From login screens to data pipelines, AI is already influencing how decisions get made, who gets access, and how that access is enforced.



## Rising Expectations

The public expect the speed of Amazon and clarity of TED Talks



## Failure Rate

**52%** of employees admit to using AI tools without IT approval.  
(Cisco Security Study, 2025) **Only 26%** of companies have formal AI governance policies in place (McKinsey State of AI, 2024)



## Strategic Impact

This means your system is executing logic paths and permissions that **security never signed off on..**

*Your architecture isn't neutral. Every model, prompt, and permission shapes your risk profile.*



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# My Journey - From Federal to Global



## **Washington D.C.**

Aided public agencies overwhelmed by shifting mandates and legacy systems (*Same chaos, now it's AI. Clarity still cuts.*)



## **New York**

Reframed transformation around customer impact not process. Won faster buy-in from execs and regulators by aligning language, logic, and legal



## **Australia**

Drove automation of 50K+ hours/year and designed governance models that helped bridge trust between tech and risk teams



## **Tbilisi, Georgia; Abu Dhabi, UAE; Dhaka, Bangladesh + Others**

Framed digital reform around trust and equity, not just tech

*Impact followed when the story got sharper.*





# AI Isn't Coming. It's Already Embedded in Your Systems

65%

## Organizations Using AI

Only less than 30% have security controls aligned (Gartner, 2025)

\$644B

## Gen AI Spending by 2025

Much of it spent before governance or audit is in place

75%

## Executives Expecting Disruption

Within next 3 years. Few have a secure roadmap to match. Do you?

*The question isn't when AI will arrive. It's whether your security team is already behind.*



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# AI and Internal Risk Surface

1

## Fragmented Journeys Are Losing Customers

Disconnected AI tools across departments create unmonitored handoffs and invisible decisions.; Friction between systems = workarounds.

Workarounds = shadow risk

**AI Opportunity:** Consolidate AI usage visibility across business units and map high-risk pathways.

2

## “Now” Is the New Expectation for Controls

AI agents are making decisions faster than policy updates.

AI Opportunity: Conduct real time access reviews and AI regularly to match user velocity.

3

## Scaling Support Can’t Outrun Accountability

AI can automate 50% of operational tasks but human oversight must scale alongside automation.

**AI Opportunity:** Implement a tiered control model , AI for speed, human checkpoints for trust and escalation



# Trustworthy AI Isn't Optional. It's a Security Standard

## Transparency Matters

9 in 10 customers want to know if interacting with AI, so do employees, legal teams, and regulators.

## Human Verification

80% want humans to validate AI outputs

## Ethical Approach

AI should augment, not replace human connection. Fully automated decisions without traceability break accountability chains.



• Most executive decisions are emotional, then justified with data.

# Technique 1: Storytelling That Reframes Resistance

Don't just feed your audience data. Feed their decision-making system, emotion first, logic second.



## Why It Works

- Storytelling bypasses technical overwhelm and makes the risk feel relatable.
- Activate 3x more brain areas (emotion, empathy and memory), makes the risk feel **relatable, not abstract**.

Logic makes people stall. Story makes them decide.



## Why It Pays

- Most executive decisions are emotional, then justified with data.
- In AI + InfoSec, trust is the actual currency, and stories accelerate its flow.

Adoption happens faster when people can see themselves in the outcome.



## Why It's Urgent

- You're not competing with other AI tools. You're competing with confusion, fatigue, and fear..
- Stories shift behavior faster than dashboards.

Without story, AI remains a tool. With it, it becomes a decision.



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## Technique 2: Emotion Drives Security Adoption



### Emotion Over Logic

Most decisions (95%) are made without conscious thought, with emotions being more powerful than logic (Harvard Business Review).



### Emotional Experience Pays

When they feel safe and seen, they protect, not resist your security efforts.



### Stories Power the Brain

Emotionally-driven stories activate 3x more parts of the brain (HBR), fostering empathy and driving action.



### Memories Over Numbers

Stories light up the brain. Empathy helps us imagine it. Urgency helps us prevent it.

*People forget your numbers. But they'll remember how you made them feel.*





# Group Exercise

*Think back to the one incident, story, or near-miss that made you take security seriously. Not a dashboard. Not a policy. A moment. What happened? How did it feel?*



## Case 1: State Level Organization

### Challenge

No single map of what tools existed or how they were connected to citizen outcomes

### Approach

Conducted a full AI scan of every tool, system, and vendor, showing exactly where AI was hiding

Mapped each tool to governance, customer experience and performance metrics

### Results

Positioned as architects of the city's AI future, AI tools now directly mapped to measurable agency outcomes (permit times, inspection quality, etc)

## Case 2: Community Hospital in Georgia

### Challenge

Leadership declared “No AI - ever” over concerns about patient safety, ethics, and legal exposure

### Approach

Focused on emotional safety: real stories, real patients, real consequences

### Results

Emotional safety through real patient stories and governance scenarios





# AI Adoption Metrics: From Hype to Business Outcomes

91%

## Top Companies

Already investing in AI, but only 27% have tied it to measurable business value. Only this percentage of companies have tied AI investment to measurable outcomes.

27%

## Business Value

33%

## Engagement Lift

From AI personalization in marketing, with an increase in conversion (McKinsey, 2024).

1 in 4

## CEOs Confident

Only this many CEOs feel confident their team knows how to use AI responsibly and effectively (Gartner, 2025).



# Our Digital + AI Transformation Approach

*From design to delivery, Vanbri builds the capabilities and executes the change*

Mature Your Capabilities

<b>Strategy Capability</b> <i>Align on Business Value</i>	<u>AI Process Tools Inventory</u> <b>Map Journeys</b> by business capability <b>Identify Pain Points</b> in pilots <b>Reimagine Workflows</b> for CX and cost reduction	<u>AI Vision &amp; Business Alignment</u> <b>Set 3-Year AI Vision</b> <b>Align Goals</b> to strategic outcomes (e.g., equity, speed)	<u>AI Investment Planning</u> <b>Prioritize Investments</b> by cost vs. impact <b>Build Roadmap</b> with milestones <b>Align Budget</b> to deployment cycles	<u>Value and Risk Appetite</u> <b>Inventory AI Tools &amp; Solutions</b> <b>Define Usage Patterns</b> (biz, functional, prompt, agentic) <b>Identify Redundancies &amp; Overlap</b>
<b>Governance &amp; Accountability Capability</b> <i>Align on Risk and Compliance</i>	<u>AI Operating Model</u> <b>Align Business, Ops &amp; Tech</b> on partnership goals	<u>AI Risk &amp; Bias Management</u> <b>Conduct Ethics Reviews</b> for decision-making tools <b>Embed Human-in-the-Loop Guardrails</b>	<u>AI Ownership Model</u> <b>Establish Business + IT Co-Stewardship</b>	<u>Policies and Standards</u> <b>Define Policies, Standards &amp; Guidance</b>
<b>Adoption &amp; Performance Capability</b> <i>Adopt and scale</i>	<u>Skill Development + Role Mapping</u> <b>Build AI Literacy</b> (foundational + advanced) <b>Upskill By Role</b> (business, ops, tech) <b>Map Role Interactions</b> with AI tools <b>Define Future Responsibilities</b> in AI workflows	<u>Learning &amp; Growth Journeys</u> <b>Design Tiered Learning Paths</b> by role <b>Include Simulations, Labs &amp; Microlearning</b>	<u>Adoption &amp; Mindset Shifts</u> <b>Map Mindset &amp; Heartset Shifts</b> <b>Design Change Journeys</b> by level (exec, mid, frontline)	<u>Performance &amp; Benefits Realization</u> <b>Track Skills &amp; Performance Metrics</b> <b>Embed Feedback Loops</b> to adjust behavior and usage
<b>Delivery Capabilities</b> <i>Develop and innovate at pace</i>	<u>AI Technology Capability</u> <b>Ready Infrastructure</b> for AI scale <b>Integrate Systems</b> and ensure interoperability <b>Secure AI Ops</b> with controls <b>Support Model Deployment</b>	<u>AI Data Capability</u> <b>Enable Trusted Data Access</b> <b>Align Data Strategy</b> to AI use <b>Govern Metadata</b> and traceability <b>Ensure Ethical Use</b>	<u>AI Monitoring Capability</u> <b>Set KPIs</b> and track outcomes <b>Monitor Drift</b> and risk triggers <b>Use Feedback Loops</b> for tuning <b>Audit Performance</b> regularly	



= 6 months



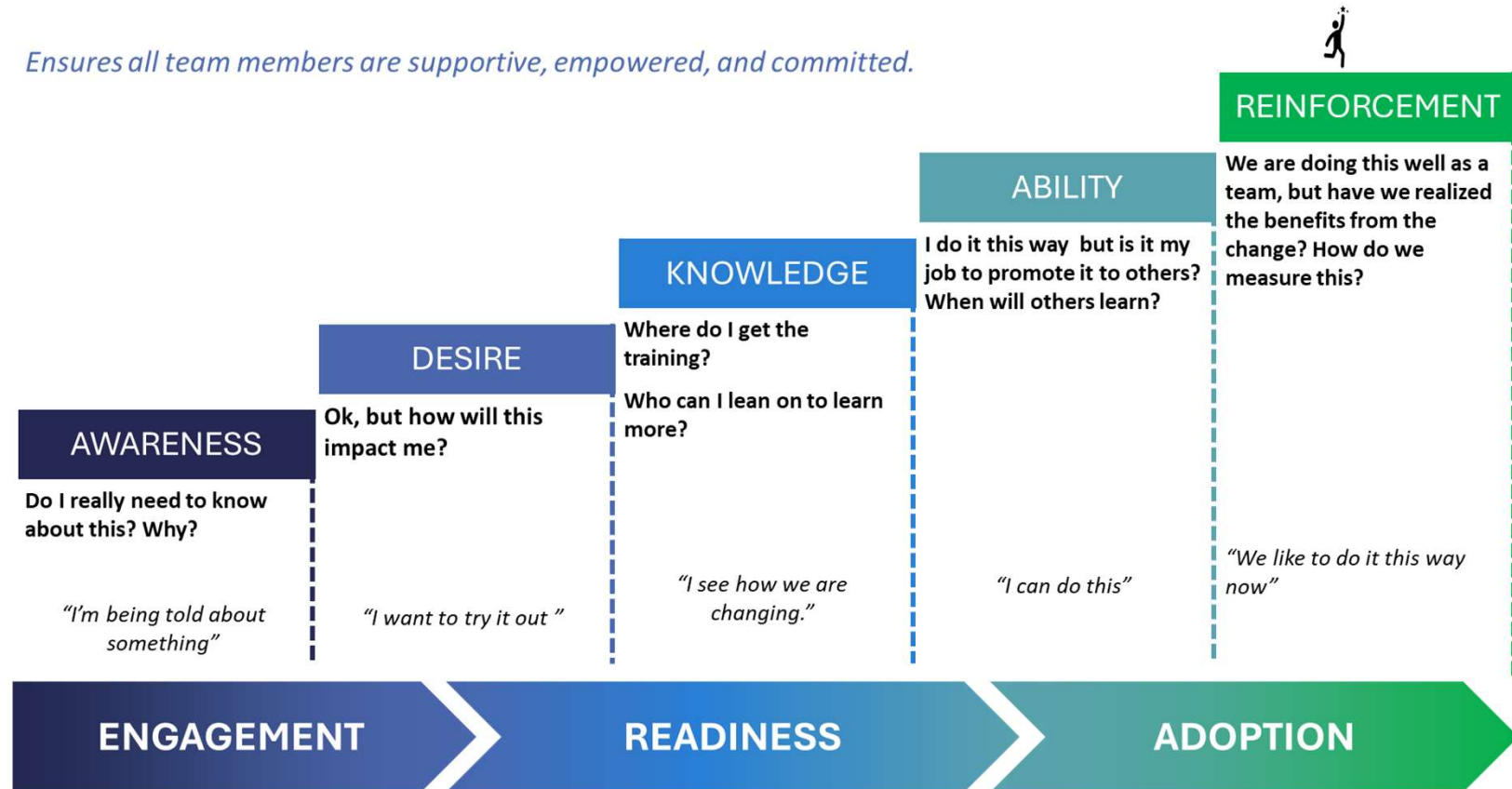
= 12 -18 months



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# AI Adoption Journey – Which Step Are You On?

*Ensures all team members are supportive, empowered, and committed.*





# Raise your hand when you hear the one that feels closest to your current state:

 We're experimenting, *but we're not sure what success looks like*

 We've launched AI tools, *but adoption is low or siloed*

 We're seeing impact, *but it's hard to scale or prove*

 We're clear on value, *and we're seeing measurable lift*





# The AI Investment Scorecard:

## 5 Questions to Ask



### Behavioral Impact

What behavior will it change? Will it cut manual work and actually catch more threats?



### Operational Value

How will this tool create value? Does it make detection faster and sharper, or just prettier?



### Success Timeline

What does success look like in 60 days?



### Ownership

Who owns implementation and outcome?





# How We Move Leaders From Paralysis to Action

## Leadership Reengagement

92%

Inactive or misaligned stakeholders

## Faster Time to Decision

6x

Compared to agency baseline

## Freed from Funding Gridlock

\$38M

Funding or programs accelerated

*Don't just inform, transform. End every campaign with clear actions, ownership, and timelines.*



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## Your Challenge - Try It in the Next 10 Days



### Use These Techniques

Select from storytelling and emotional resonance



### Storytell Your Message


Use story, emotion, or clear visuals to strengthen your campaign using AI



### Measure Response

Track engagement, decision speed, and message retention.





# Your Presentation Can Change Everything

## Final Thought - Shape the Future

*"One voice can change a room... and if it can change a room, it can change the world." - Barack Obama*

### Find Your Voice

Identify the human element in your data and processes

### Change the Room

Simplify complex ideas into clear, compelling narratives

### Shape the Future

Present like the stakes are real - because they are







# Let's Continue the Conversation.

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*Explore the Vanbri Playbook or book a leadership session.*



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# Vanbri's Global Methodology – Proven Results

## Technology & Digitalization

- Helped a risk-averse agency adopt cloud analytics through phased pilots and executive-ready decision frames

## Process Improvement & Cost Optimization

Cut Complexity, Not Headcount enabling reallocation of 20% of staff time toward growth initiatives

## Executive Advisory - Unified C-Suite on Strategic Vision

Brokered alignment across fragmented executive stakeholders, reframing the corporate strategy as a decision map rather than a vision deck

## Turnaround & Performance Improvement

Rescued a stalled change program, triaged gaps in stakeholder buy-in, rewrote governance protocols, and recovered \$14M in value leakage

*Our signature: We don't deliver decks. We deliver decisions.*



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