

Hacking Humans:

Adapting to the New Normal with Meditation



Dustin S. Sachs

Information Security Professional
and Doctoral Student

Agenda



What is Behavioral Science?



Motivations and Intentions



Biases and Heuristics



How Behavioral Science Impacts Risk



Dustin S. Sachs, MBA, CISSP

Senior Information Security Officer

EDUCATIONAL BACKGROUND

Doctoral Student, Colorado Technical University

Computer Science

Cybersecurity and Information Assurance

Masters Business Administration, University of South Florida

Cybersecurity Specialization

Master Certificate, University of Central Florida

Computer Forensics

Bachelors, University of South Florida

Political Science

CURRENT PROFESSIONAL RESPONSIBILITIES

Senior Manager, Information Security Risk Management

World Kinect Corporation

Director, Research and Content Strategy

Institute for Critical Infrastructure Technology

Adjunct Professor, Cybersecurity

Lone Star College, Bachelors of Applied Technology

SKILLS

- Security Governance
- Incident Response
- Security Operations
- Vulnerability Management
- Third-Party Risk Management
- Security Metrics & Reporting
- Security Awareness & Education
- Financial Management

CERTIFICATIONS

Certified Information Systems Security Professional (CISSP)
AWS Cloud Practitioner Fundamentals
Microsoft PowerBI Data Analyst Associate
Microsoft 365 Certified: Fundamentals
Microsoft Certified: Azure Fundamentals
Microsoft Azure AI Fundamentals
Microsoft Security, Compliance, and Identity Fundamentals

CONTACT



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[My Website](#)



Katy, Texas, USA

**“We are what we are because we
have been what we have been, and
what is needed for solving the
problems of human life and motives is
not moral estimates but more
knowledge.”**

- Sigmund Freud

Defining Behavioral Science

The study and understanding of human behavior, decision-making processes, and their impact on individual and societal outcomes

Key Focus Areas:

- ✓ Psychology
- ✓ Sociology
- ✓ Economics
- ✓ Anthropology
- ✓ Neuroscience



Motivations and Intentions

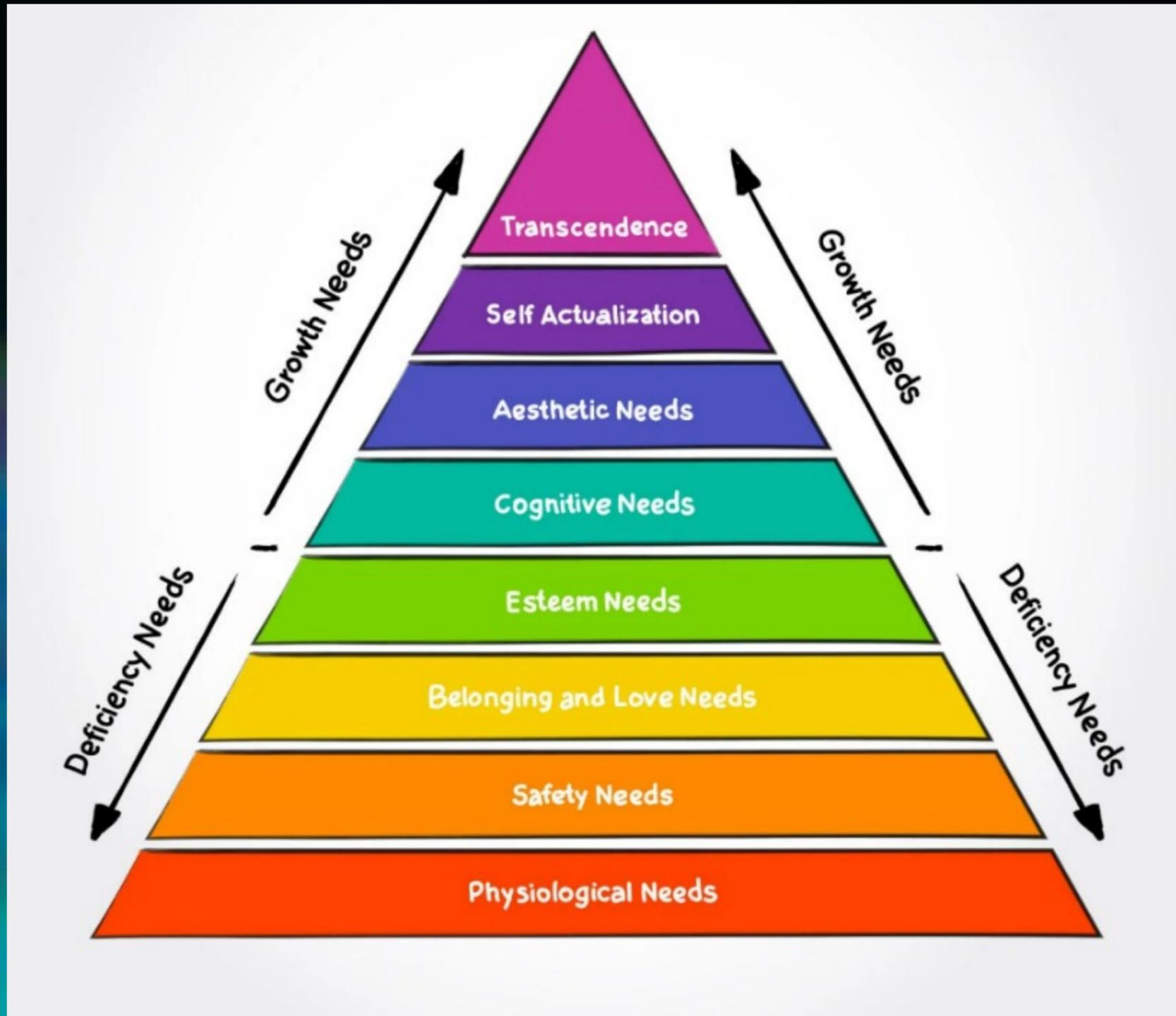
MOTIVATIONS

- Underlying factors driving behavior
- Internal and external forces
- Initiates, guides, and sustains behavior
- Influenced by biology, psychology, and environment
- Provides the "why" behind actions.

INTENTIONS

- Conscious decision to perform a behavior
- Based on motivations, beliefs, and attitudes
- Represents commitment to an action
- Predicts behavior but not guaranteed
- Can be influenced by situational factors

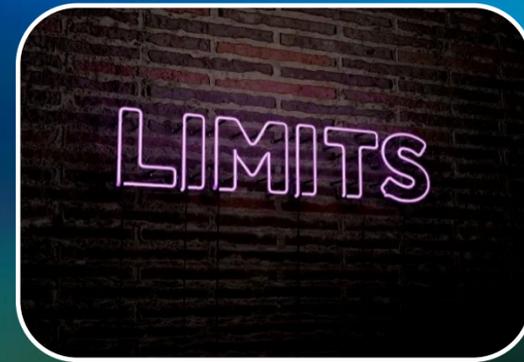
Hierarchy of Needs



Basic Concepts in Behavioral Science



Rational Choice Theory



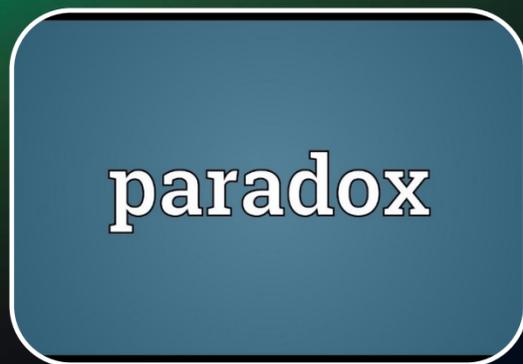
Bounded Rationality



Choice under Uncertainty



Expected Utility



Allais paradox



Risk tolerance



Bias and heuristics



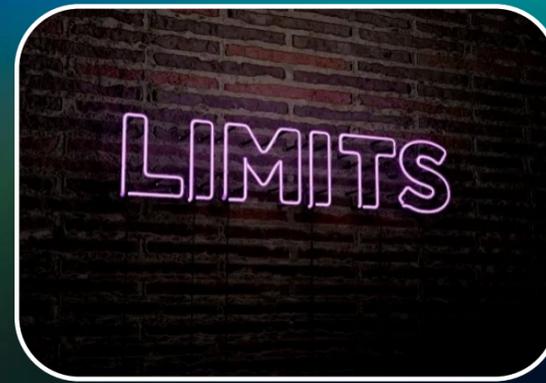
Decision fatigue

Basic Concepts in Behavioral Science



Rational Choice
Theory

Basic Concepts in Behavioral Science



Bounded
Rationality

Basic Concepts in Behavioral Science



Choice under
Uncertainty

Basic Concepts in Behavioral Science



Expected Utility

Basic Concepts in Behavioral Science

paradox

Allais paradox

Allais Paradox

Option 1

100% of winning \$1,000,000

Option 2

40% of winning \$5,000,000

40% of winning \$1,000,000

20% of winning nothing

Allais Paradox

Option 1

11% of winning \$1,000,000

Option 2

10% of winning \$5,000,000

Basic Concepts in Behavioral Science

paradox

Allais paradox

Basic Concepts in Behavioral Science



Risk tolerance

Basic Concepts in Behavioral Science



Bias and
heuristics

Basic Concepts in Behavioral Science



Decision
fatigue

Thank you!