Attackers see if they can spoof your domain and impersonate the CEO (or other important people)

Spoofed emails are sent to high-risk employees in the organization

Target receives email and acts without reflection or questioning the source

Social engineering was successful, giving hackers access to what they were after

The fallout after a successful attack can be highly damaging for both the company and its employees

Resulting damage:
- Money is gone forever in most cases and only recovered 4% of the time
- CEO is fired
- CFO is fired
- Lawsuits are filed
- Intangibles - tarnished reputation, loss of trust, etc.
- Stock value drops

So... Think Before You Click!