

ZERO TRUST

**Explained in 10 slides.
Without the buzzwords.**

**You don't need to be a
cybersecurity expert to
understand it.**

First, forget the name.

Zero Trust doesn't mean:

- ✗ Trust nobody
- ✗ Block everything
- ✗ Buy another security tool

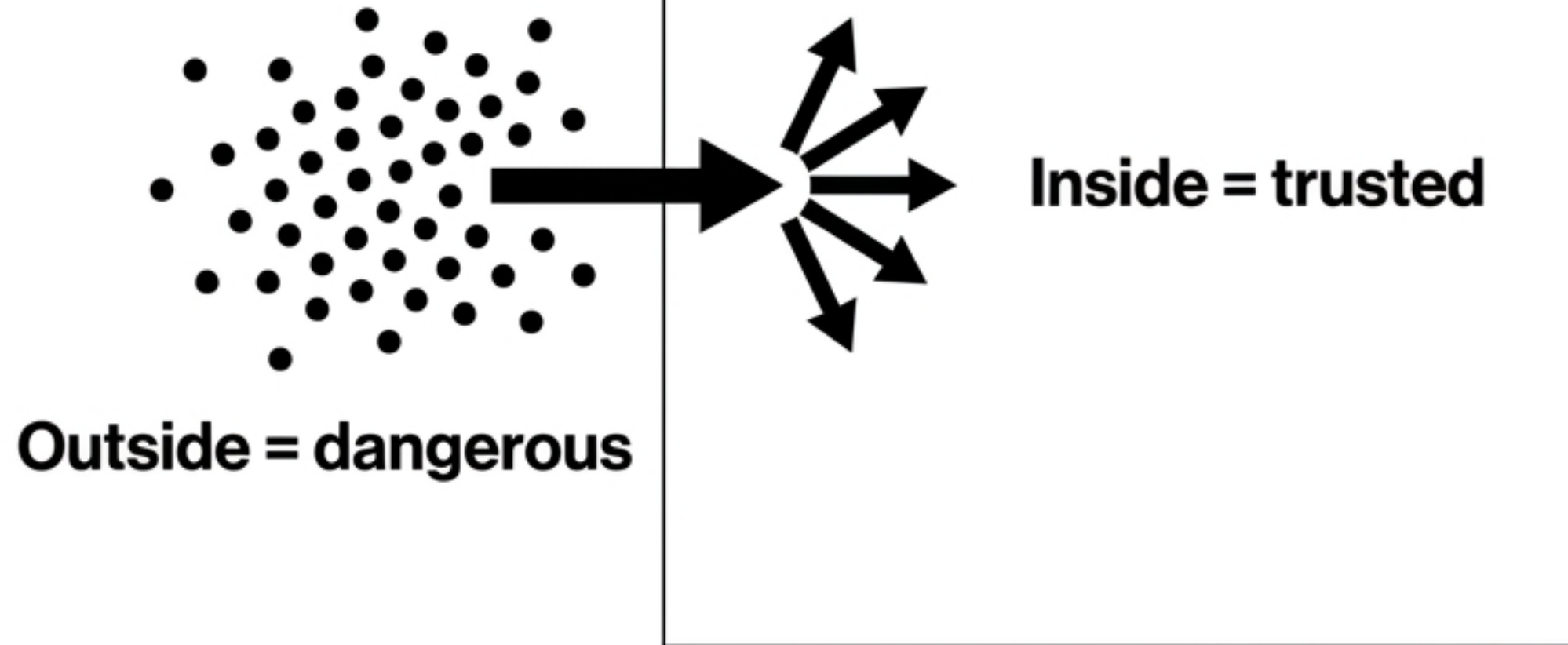
It means:

Never automatically trust access just because someone is inside the network.

THE SAFE NORTH

The old security model.

Think of your office like a building.
Once someone gets through
the front door, they're inside.
Traditional security often
worked the same way:



The problem? Attackers only need to
get through the door once.

THE SAFE NORTH

Zero Trust changes the question.

“

Instead of asking:
Are you inside the network?

”

Ask:
**Should you have access
to this, right now?**

”

That is the fundamental shift.

Zero Trust verifies 4 things.

Before granting access, consider:



Access becomes contextual.

Example: An anomaly occurs.

An employee normally logs in from Toronto. Today:

- ⚠ Login from another country.
- ⚠ Unknown device.
- ⚠ Unusual time.
- ⚠ Sensitive application.



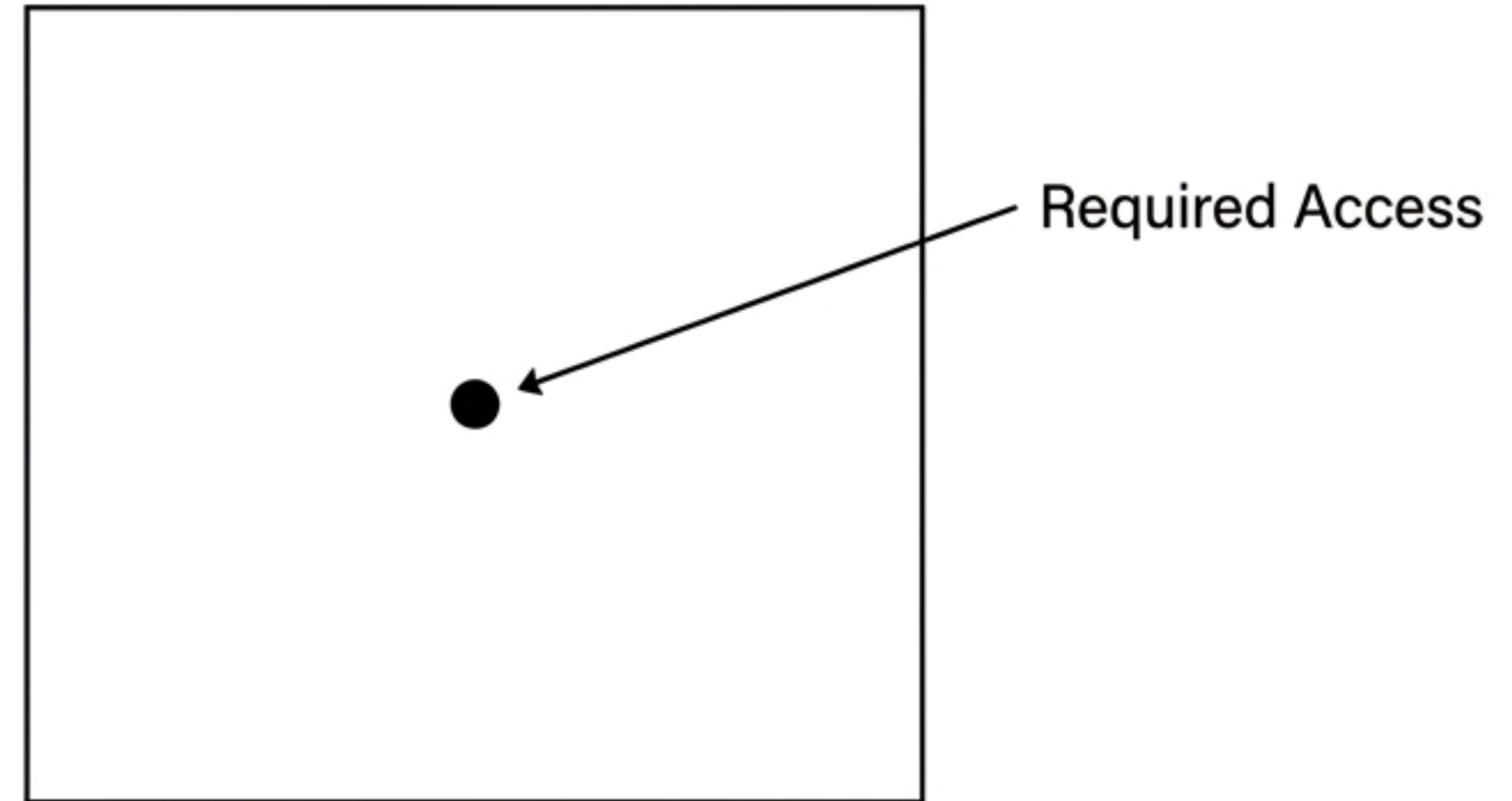
**Zero Trust says:
Stop. Verify first.**

Least privilege.

Employees don't need access to everything.

A marketing employee probably doesn't need:

- ✗ Payroll systems
- ✗ Production servers
- ✗ Customer databases



Give people:
The access they need.
Nothing more.

Why businesses should care.

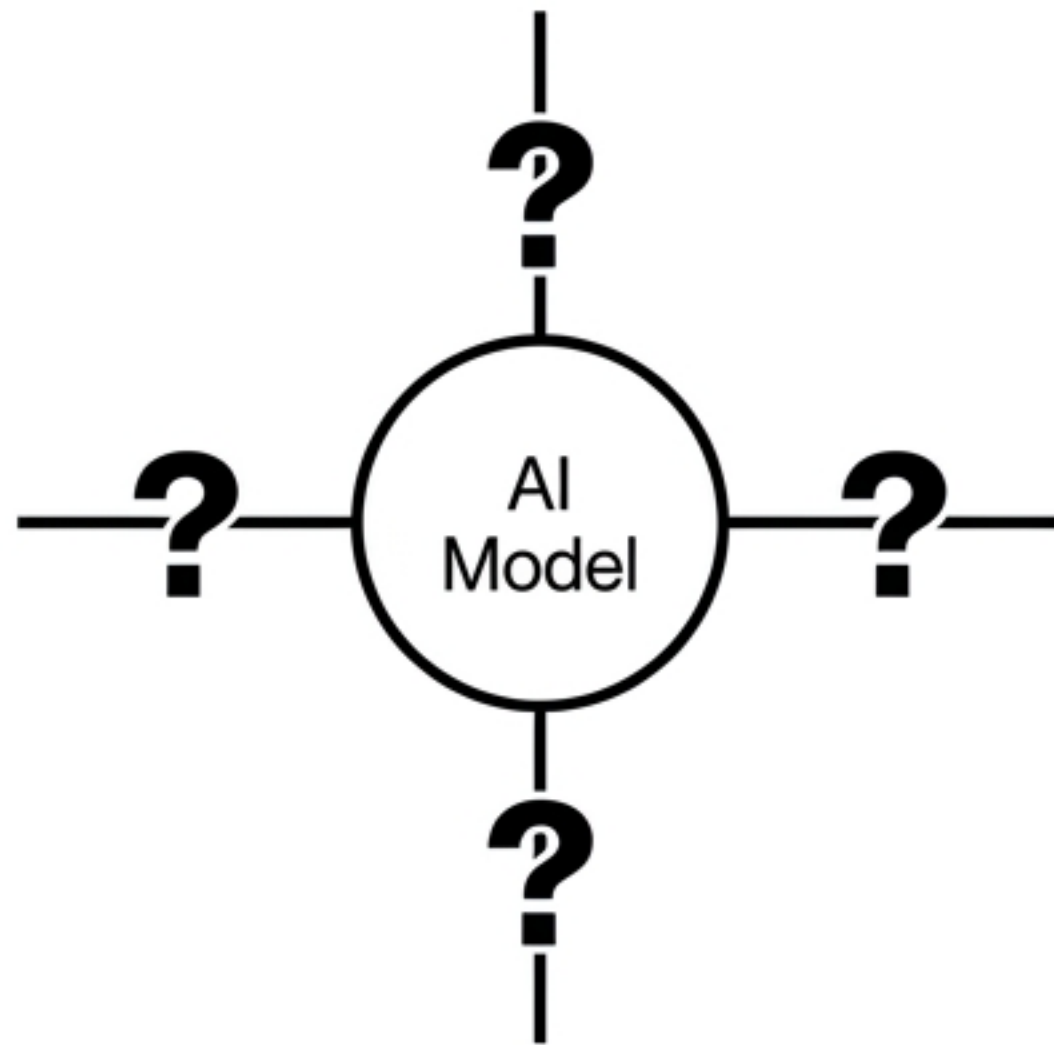
Zero Trust can help reduce the impact of:

- Stolen credentials**
- Phishing attacks**
- Insider threats**
- Compromised devices**
- Lateral movement**

**The goal isn't to prevent every attack.
It's to limit what happens after one succeeds.**

AI makes this more important.

Employees are increasingly using:
ChatGPT, Claude, Gemini, Microsoft Copilot, AI agents.



That creates new questions:
Who can access AI?
What data can they send?
What can an AI agent access?

Zero Trust principles apply here too.

The simplest definition.

Zero Trust means: Verify every access request based on context, not location.

You don't need to transform everything overnight. Start with:

