

Top 4 Moments: Al Agrawal

1. What Is Cybersecurity?

Just as you should secure your house, neighborhood, and community to protect physical assets, you also need to protect your information online. Agrawal explains that a common acronym in the world of cybersecurity is **CIA**, which stands for **confidentiality, integrity, and availability**.

In the digital world:

- **Confidentiality** means that the information is at rest and others won't be able to see it.
- **Integrity** means that the data is unchangeable without your explicit permission.
- **Availability** refers to how available the data or information is, especially in situations where you're providing your data to people as a service.

These are the key tenets that make up cybersecurity.

2. What Got You Interested in Cybersecurity?

As he was exiting the telecom industry, Agrawal noticed that there was a large amount of investment in the developing internet and that many were starting stores revolving around data and information. Understanding that alongside data and information came the risk of digital threats, he came to the realization that the cybersecurity industry would continue growing together with the internet.

After a year of research, he joined a startup, and even today, Agrawal states that he would make the same decision again and again.

3. How Do You Manage Your Stress, Especially With All the Traveling?

To manage stress, Agrawal says that he likes to **read, listen to music and podcasts, meditate, and exercise**. Because he travels a lot, Agrawal does his best to arrive at the airport an hour early to walk around and relieve stress.

Additionally, he says he has been learning classical music for a few years and that it can also be a stress reliever.

4. Why Do You Travel So Much?

People are more likely to buy things from people they like and trust. Traveling is essential to establish that trust. Agrawal has found that people make their decisions based on emotions rather than pros and cons. Therefore, it is important to build rapport with clients.

To do this, Agrawal often eats together with his clients and discusses things outside of what he's selling. Traveling is essential to this because you can never understand someone completely without meeting face to face, since most of our communication is nonverbal.