Supercharging Your Career: Overcoming Fear

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What We Will Learn Today

Taking risks and learning from setbacks and failure is essential for growth. In this presentation, we'll explore different ways to **stretch your envelope**, **overcome fear**, and foster a safe environment for **risk-taking** in the workplace.

Are You Fulfilling Your Potential?

- Are you seizing life's opportunities?

- Do you reflect on key moments in your life/career?

- Are you learning from the past?

- Are you afraid of making mistakes?

- Are you forcing yourself past your comfort zone?

- Do you do self assessments to identify weaknesses?

Are You Seizing Life's Opportunities?
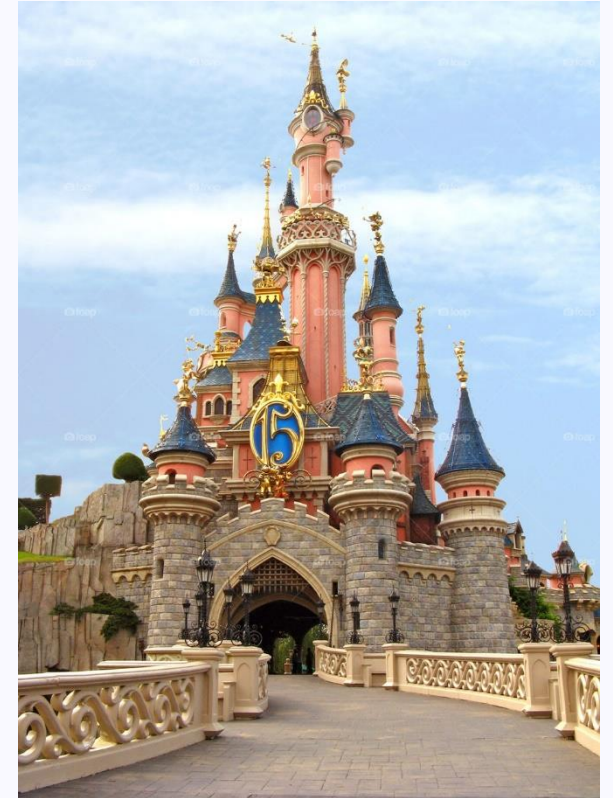
Do You Reflect On Key Moments In Your Life/Career?

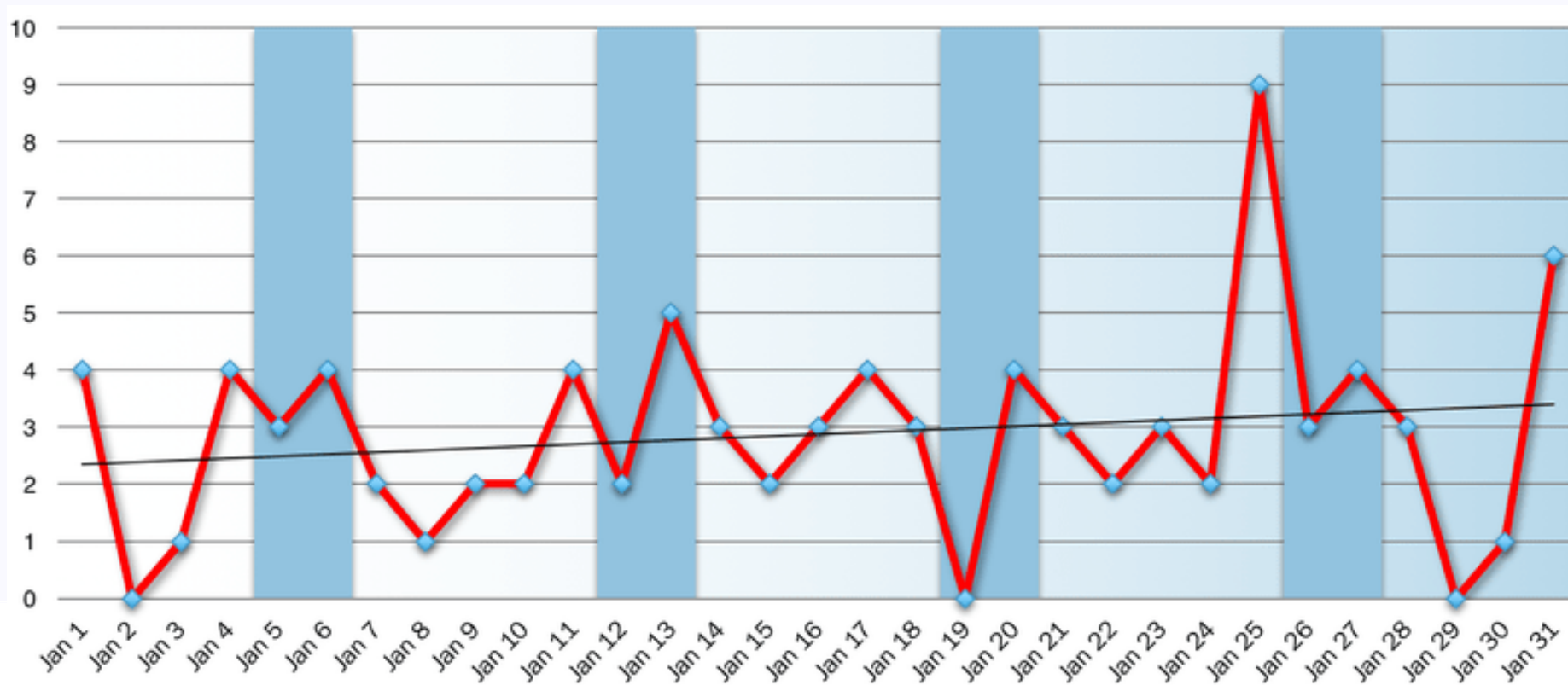*Flight Hardware Development Facility that built and tested components for the Mars Observer*

Are You Learning From the Past?

Daily Trend of Attacks

Are You Afraid of Making Mistakes?

- If you disagree with upper management, do you speak up?

- Do you try new things to solve problems?

- If you are given incorrect instructions, do still follow them?

Risk Imperfect Decisions
Be Decisive Despite Uncertainty

We start out willing to fail as we learn to walk and talk and swim and ride a bike, but somewhere along the line we come to think that we have to get it right first time, every time, before even starting out.

Why Taking Risks is Essential

1 **Opportunities for Growth** 🌱

Taking risks allows us to explore new possibilities and challenges us to step out of our comfort zone.

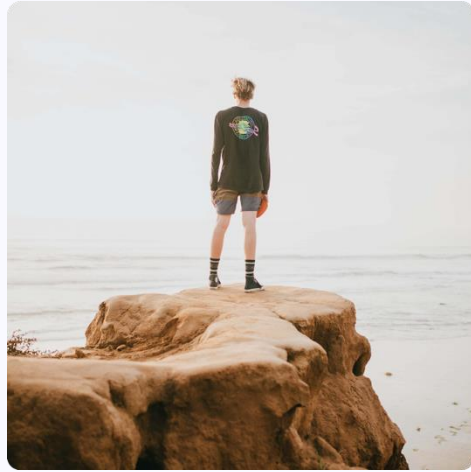**2** **Promotes Confidence** 🎯

By taking risks, we limit our self-doubts and we believe in our own abilities to achieve success in the future.

3 **Cultivates Creativity** 🎨

Risk-taking can inspire new ideas and ways of thinking, leading to unexpected and exciting possibilities.
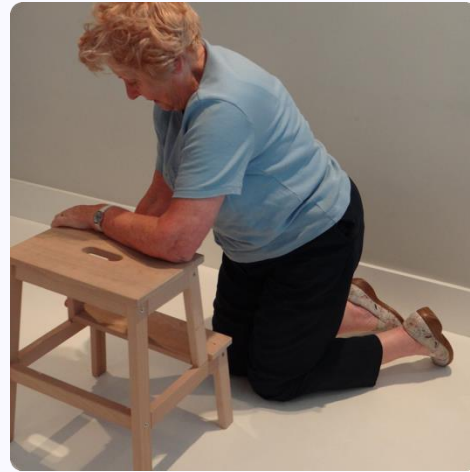
The Importance of Failing in the Process of Growth

Redefining Success

Failing can show us where we need to grow, and can help redefine what success means to us.

Resilience Building

Learning to fail can build up resilience, allowing us to recover and move forward with more wisdom and strength.

New Horizons

Failure can open new horizons, leading to new and exciting opportunities we wouldn't have discovered otherwise.

The Importance of Failing in the Process of Growth

Enhance Creativity

When we fail, we are forced to think outside the box.

Build Character

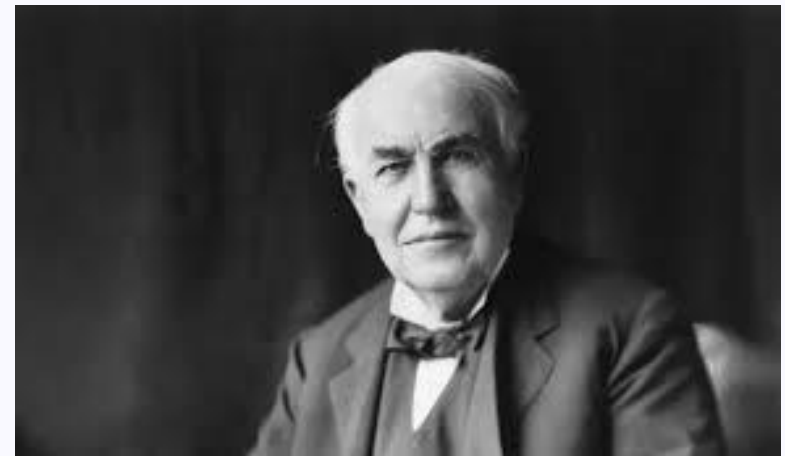Failure can teach us perseverance, determination, and grit.

Learn From Mistakes

When we fail, we can take a step back and analyze what went wrong.

Thomas Edison Failed Countless Times

"I have not failed 10,000 times—I've successfully found 10,000 ways that will not work."

Attitude and perseverance make all the difference

Do not dwell on failures; learn from them

Michael Jordan Failed to Make His High School Varsity Basketball Team

He used this failure as fuel for success
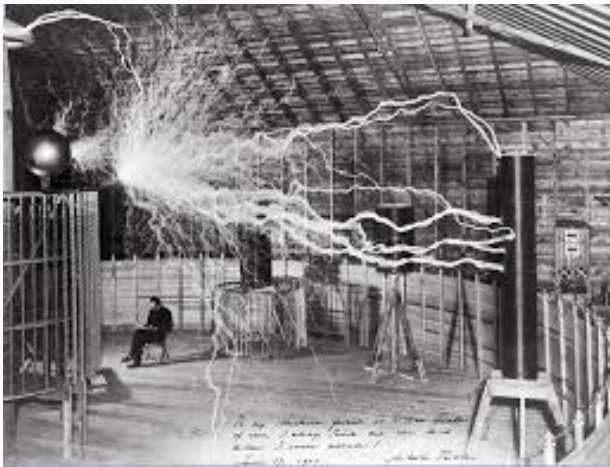He went on to have a decent career!

Setbacks and failures can be the best motivation

Nikola Tesla Had His Share of Failures

"Our virtues and our failings are inseparable, like force and matter.
When they separate, man is no more."

Do not rely on your past achievement

Do not rely on just your prowess and intelligence

How to Overcome the Fear of Failure

Changing Perspectives

🔆

Taking a step back and changing our perspective can help us see failure differently, and maybe even positively.

Building Confidence

🚀

Practicing self-care and reminding ourselves of our past successes can help build up the confidence needed to take risks.

Taking Small Steps

Gradually taking small risks can help us get comfortable with the idea of failure and build up the courage to take bigger risks in the future.

How to Overcome the Fear of Failure

Don't Get Discouraged

Remember: everyone fails. View failure as an opportunity to learn and grow.

Ask for Help

Don't be afraid to ask for help from friends, family, or mentors. They can offer you support and guidance.

Celebrate your successes

Even if they're small, your successes will help you stay motivated and keep moving forward.

Factors of Corporate Culture That Make Us Afraid to Fail

- Performance reviews and ratings
- A culture of perfectionism
- Fear of being ridiculed or punished for making a mistake
- Lack of trust
- A fear of change

THE OFFICE CULTURE OF FEAR

Create an Environment of Trust and Support

Encouraging Open Communication

Creating a safe space where employees feel free to express their ideas, thoughts and concerns without fear of judgment is crucial to fostering creativity and risk-taking.

Building Trust and Support

Employees need to feel that their managers and colleagues will support them and their ideas, and that they can trust their team to have their back if things go wrong.

Reduce Barriers and Pressure

Reducing the pressure of success and avoiding unnecessary barriers, such as bureaucracy and red tape, can help make it easier for employees to take risks and enable positive change.

Foster an Environment of Creativity: Techniques for Creative Solutions

Mind Mapping
🧠

A technique where you write down all of your ideas in a map-like structure, connecting them with lines to help create new ideas and make connections you might not have seen before.

Brainstorming
⛈

A group technique where members throw out any and all ideas, and then build on them collectively to come up with creative solutions and actionable plans.
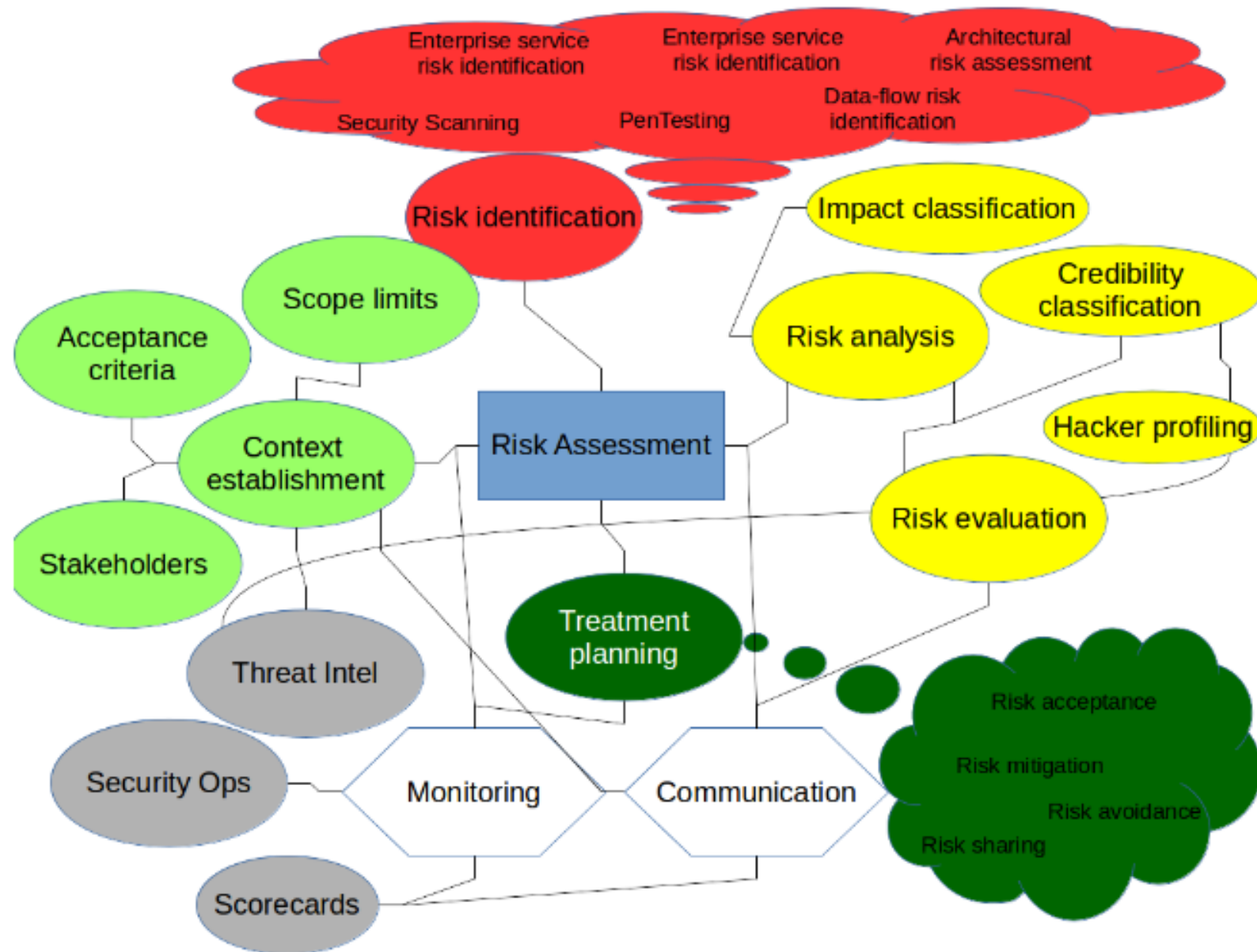
Reverse Thinking
🔄

A technique where you look at the opposite of an idea or situation to help come up with unique perspectives and solutions that wouldn't have been considered otherwise.

Mind Mapping

- **Start with a central topic:** This is the main idea or concept you want to explore.

- **Branch out:** From the central topic, draw branches to represent related ideas or subtopics.

- **Add details:** As you think of more information, add additional branches and sub-branches to further develop your thoughts.

- **Use images and colors:** Visual elements can help make your mind map more engaging and memorable.

Mind Mapping

Brainstorming

- **A group of people encouraged to freely share thoughts and ideas** on a particular topic or problem

- **Ensure a suspension of judgment and criticism,** allowing participants to think more openly and creatively

- **An environment that fosters an uninhibited exchange of ideas,** where even the most unconventional thoughts are welcomed and considered

- **Criticism or evaluation of ideas is usually deferred** until the brainstorming session has concluded

- **The focus is on quantity over quality,** under the belief that a high volume of ideas increases the likelihood of producing a novel and effective solution

Reverse Thinking

- **Challenges the conventional or linear approach** to problem-solving or decision-making

- **Start from the worst-case scenario** or the opposite of what you want and move backwards

- **Can help you uncover hidden assumptions,** biases, gaps, and opportunities that you might otherwise overlook or take for granted.

- **By imagining the worst possible outcome** or the opposite of what you want, you can identify the factors that could lead to failure or dissatisfaction

- **For example, if you want to achieve a goal,** ask yourself what could prevent you from reaching it and how to avoid or overcome those obstacles.

Stretching Your Envelope: What it Means and How to Do it

1

Pushing Boundaries

Stretching your envelope means stepping outside of your comfort zone and pushing your boundaries to achieve personal and professional growth.

2

Exploring Possibilities 🔍

Doing things differently and trying new approaches can help you discover new possibilities and help to challenge yourself.

3

Embracing Uncertainty 🌊

Accepting that the outcome of risk-taking is uncertain can lead to embracing the beauty of the process itself, and the potential to learn and grow from it.

Are You Forcing Yourself Past Your Comfort Zone?

Examples of Successful Risk-Taking

Apple 🍎

They took a risk by introducing the first truly affordable computer to consumers, creating new possibilities for home computing, and kickstarting a technological revolution.

Tesla 🚗

They took on established car-makers, risked billions in investments in building new technologies and a huge infrastructure, but ultimately changed the face of the automobile industry and championed clean energy.

Square 📈

They took a risk by introducing a new way for small businesses to accept payments, revolutionizing the payment industry, and enabling small businesses to compete with larger companies.

Dyson 🌀

They took a risk by investing in a new technology for vacuum cleaners, a space that hadn't seen innovation in decades, and emerged as the leader of a multi-billion dollar industry with successful products in various other categories.
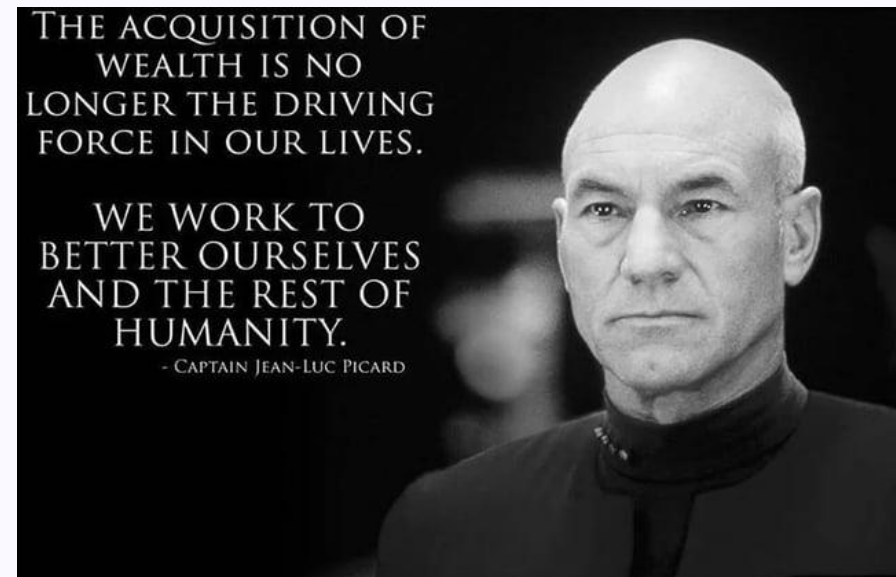
Continuously Do Self Evaluations

- I was a CISO for several years

- I did a self evaluation

- I was weak in appsec

- I joined OWASP and studied using their tools

- I joined the LA OWASP Board

- I was elected and served two years on the OWASP Global Board

Influence Change -
Produce The Results You Want

- Step out from behind your computer and engage in a real face-to-face conversation (or at least pick up the phone)
  - Whenever you need to discuss sensitive issues, this will build trust and influence in ways that nothing else can.
- Challenge your assumptions to open up entire new horizons of possibility
- Walk your own path
  - Express your own opinion
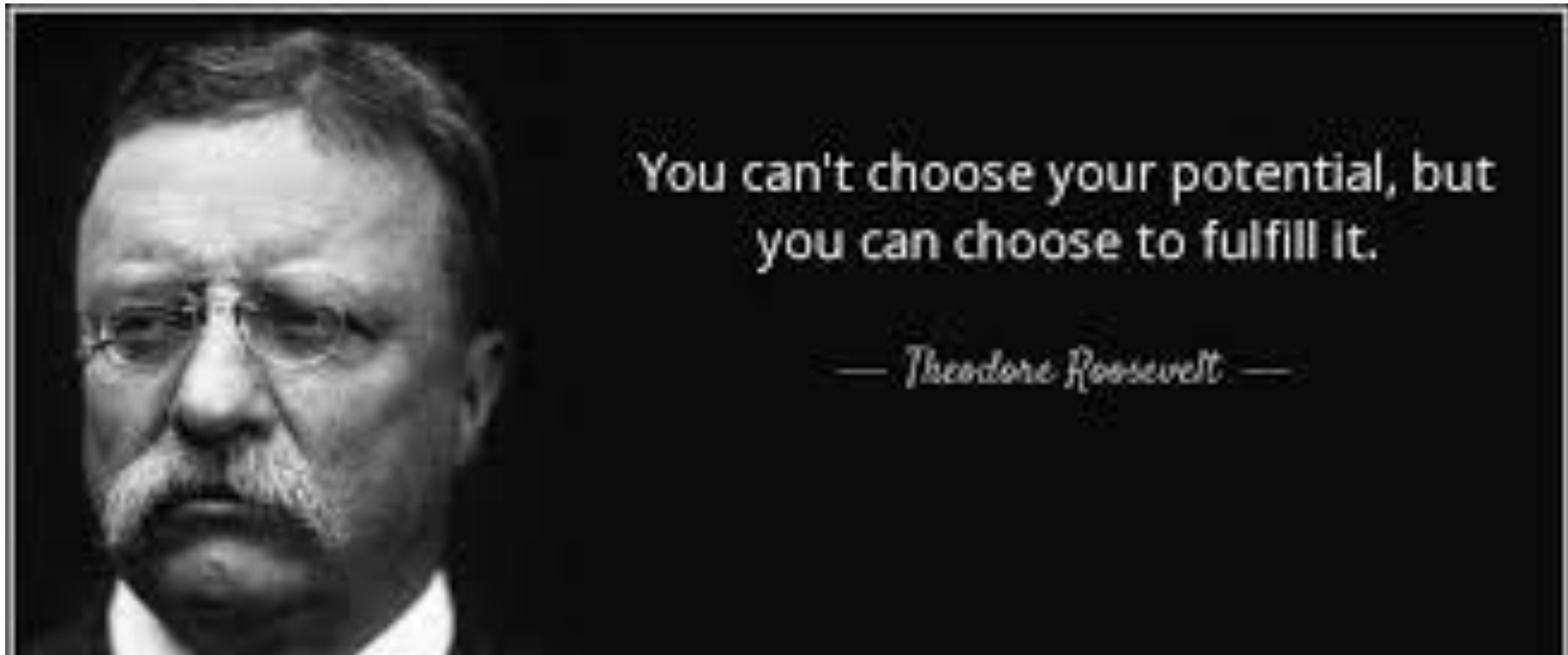 - Do what's true for you instead of what others expect of you

What Do You Want From Your Career?

Job Satisfaction

Recognition

Helping Others

THE ACQUISITION OF WEALTH IS NO LONGER THE DRIVING FORCE IN OUR LIVES.

WE WORK TO BETTER OURSELVES AND THE REST OF HUMANITY.
- CAPTAIN JEAN-LUC PICARD

We Have One Life

Fulfill Your Potential

You can't choose your potential, but you can choose to fulfill it.

— Theodore Roosevelt —

Thank you!

Richard Greenberg, CISSP

Influencer | Advisor | CISO | CEO
| Speaker | ISSA Hall of Fame, Di...

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