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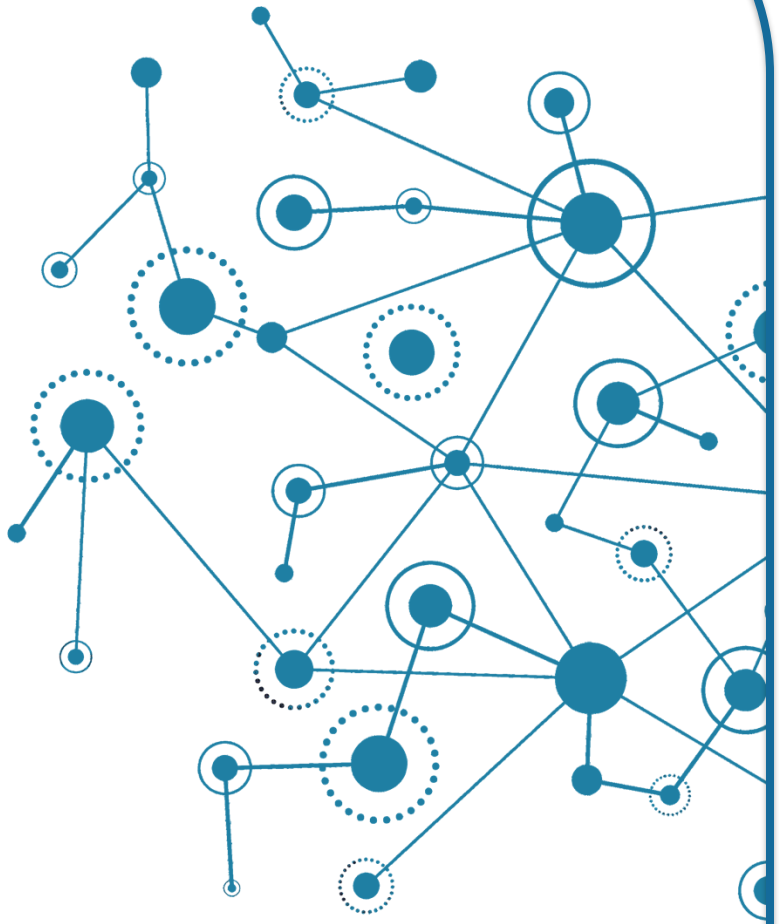
CornCon 11

Manifest your inner Cyber Superhero



Building Effective Security Narratives

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[undisclosed]
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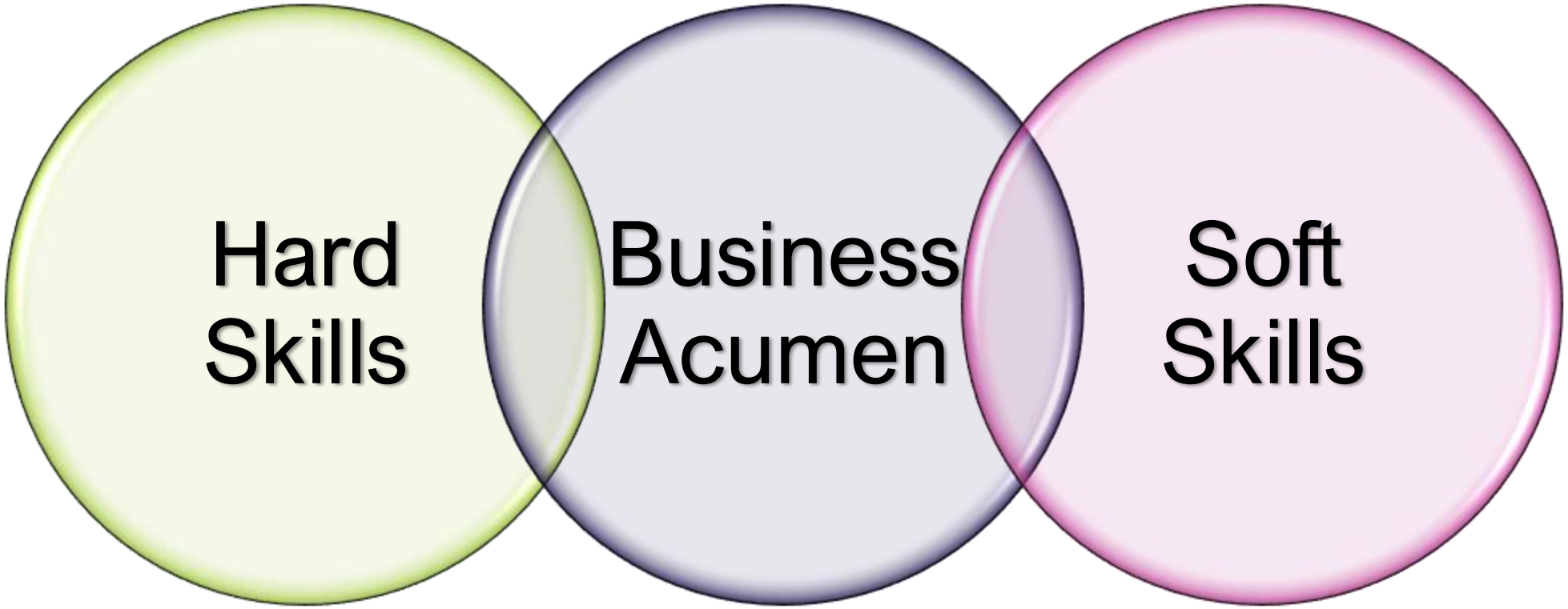
CISO: Competency <> Effective
… Be a Compelling Storyteller



CISO: Competency <> Effective
… Be a Compelling Storyteller

Business Acumen

Soft Skills

The Firefighter

Hard Skills

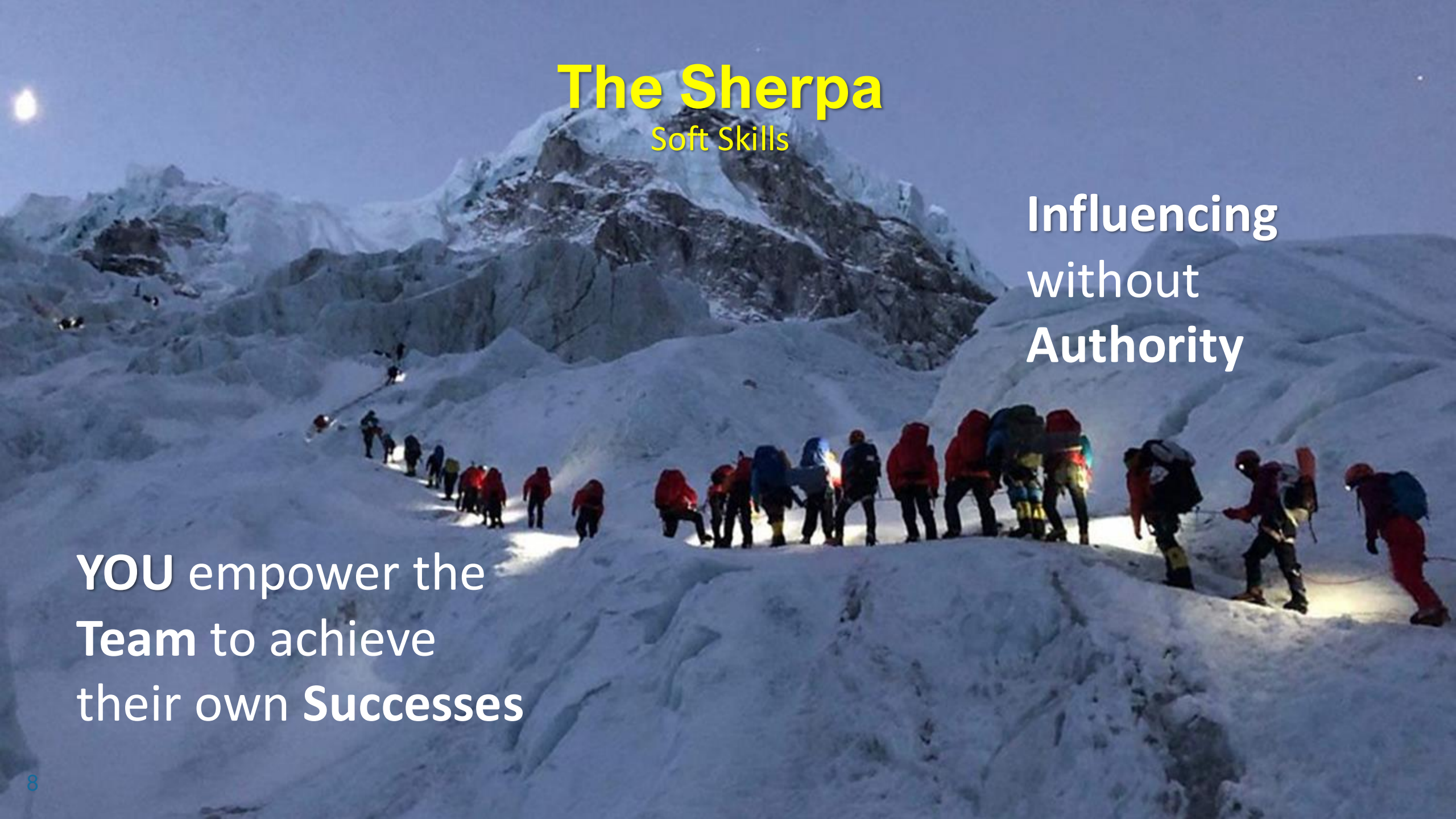
YOU
are the
Person
others
Rely on
during a
Crisis

Leave every
Situation
Better than
When you
Arrived

CISO: Competency <> Effective
… Be a Compelling Storyteller

The Shaman
Business Acumen
Build & Spend
Political Capital
Wisely
YOU see the
big picture …
the fundamental
nature of the
universe

CISO: Competency <> Effective
… Be a Compelling Storyteller


The Sherpa
Soft Skills
Influencing
without
Authority
YOU empower the
Team to achieve
their own Successes

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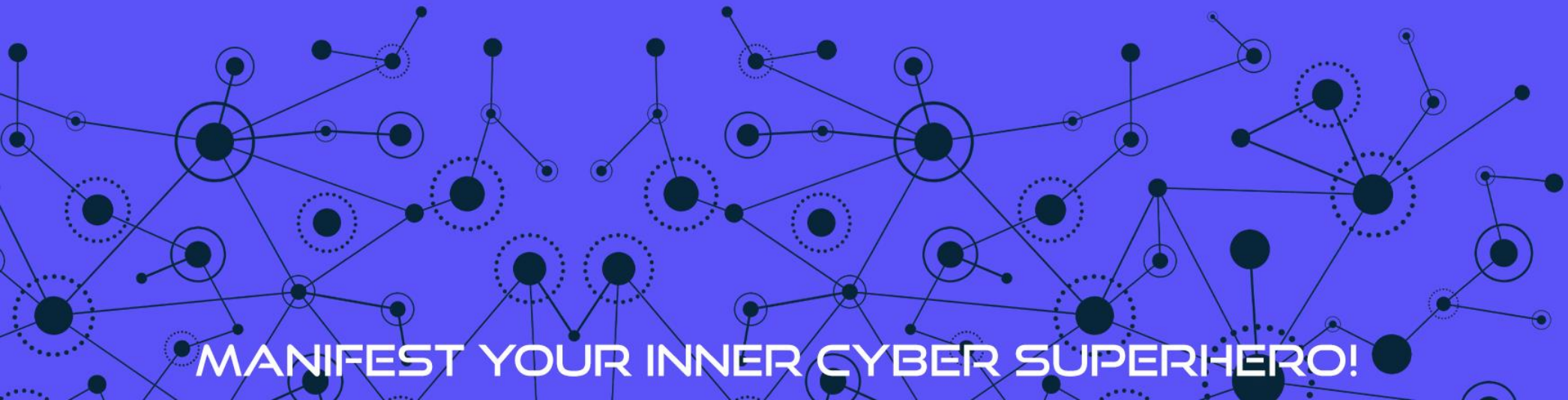
The Firefighter, the Shaman, and the Sherpa

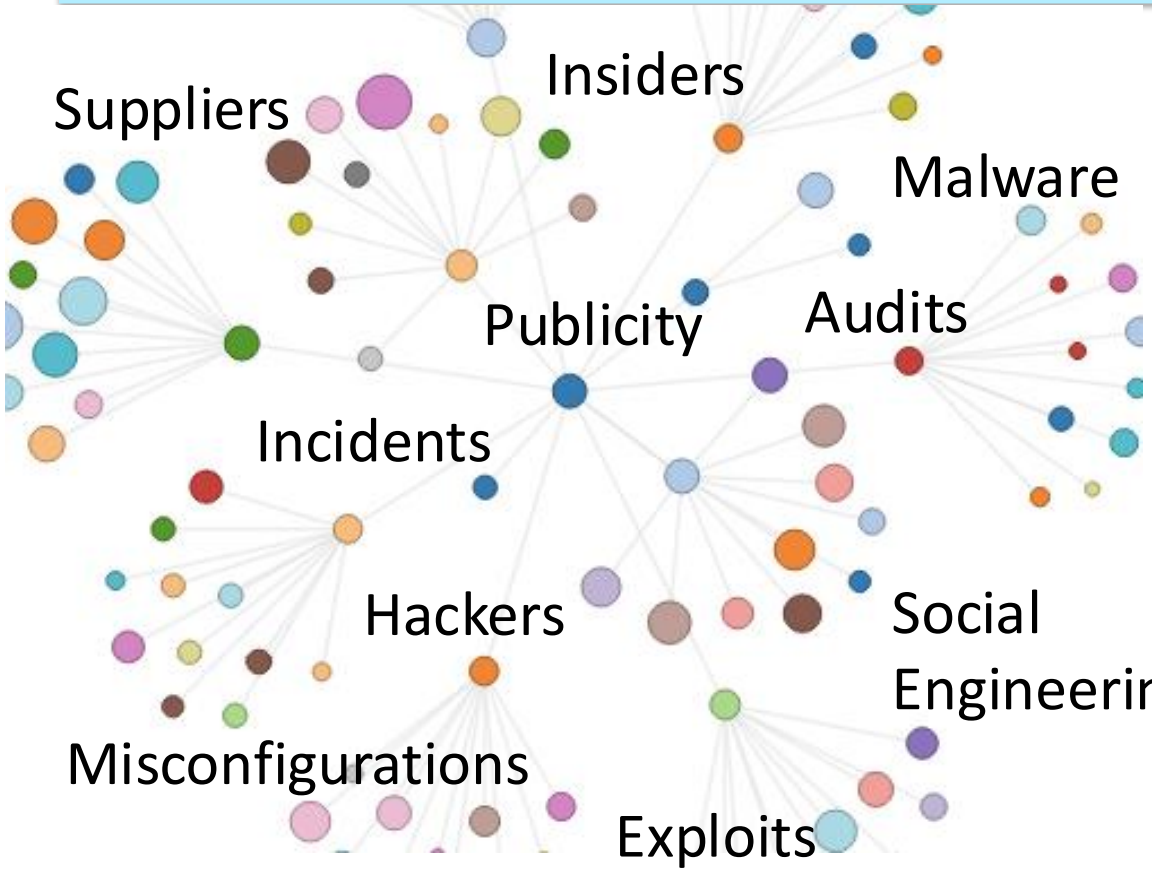
Talking Information Security in Terms of Business Risk



MANIFEST YOUR INNER CYBER SUPERHERO!

Narrative Entropy: From Chaos to Conversation
(The Firefighter)

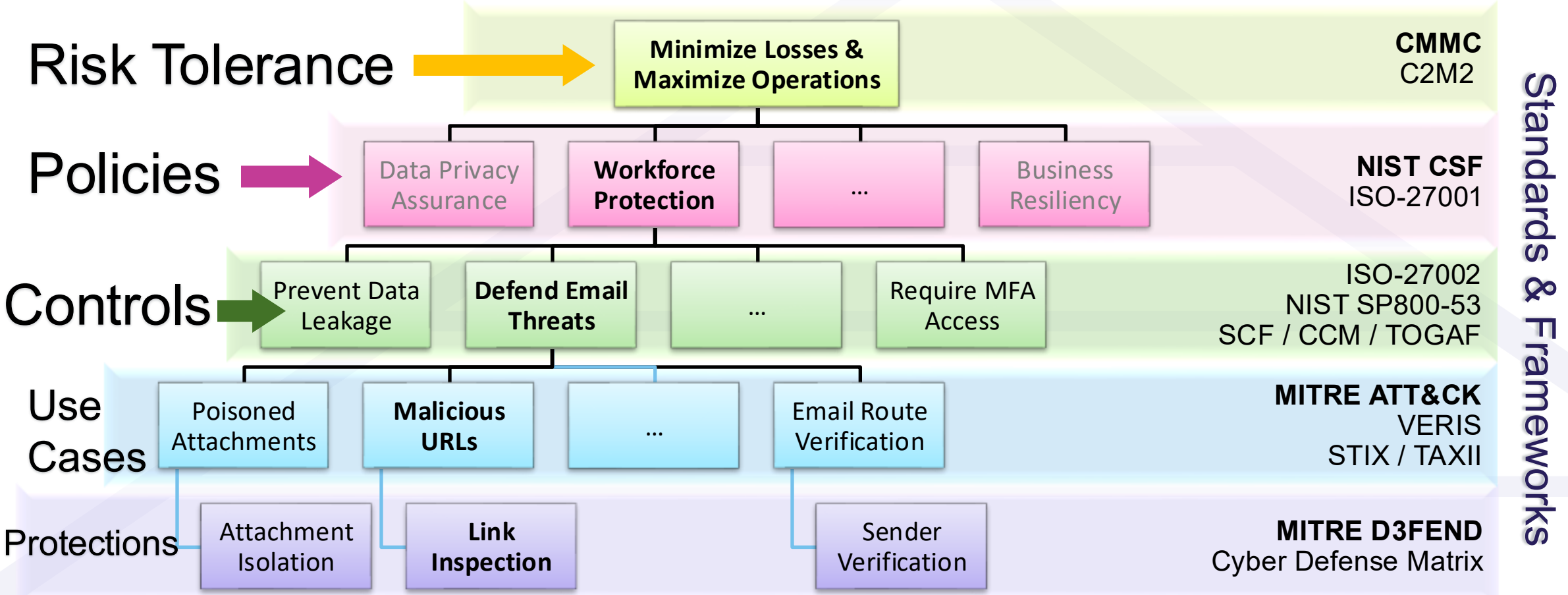
Squirrel-Based Operations



Executive/Board Reporting

Management	• Policies, GRC, 3rd party risk
Operations	• SOC, Threat Intel, Red Teams
Technology	• DLP, CASB, Endpoint Security
Outreach	• Training, Education, Notifications
Reporting	• Audit, Compliance, Litigation

Tower of Babel: From Crisis to Business Risk (The Shaman)



Visualizing Success
(The Sherpa)

Organizational Focus

- Security issues are **Operational** issues
- Understand & Confirm:
  - Risk Tolerance
  - Policies & Frameworks
- Single bucket of operational priorities

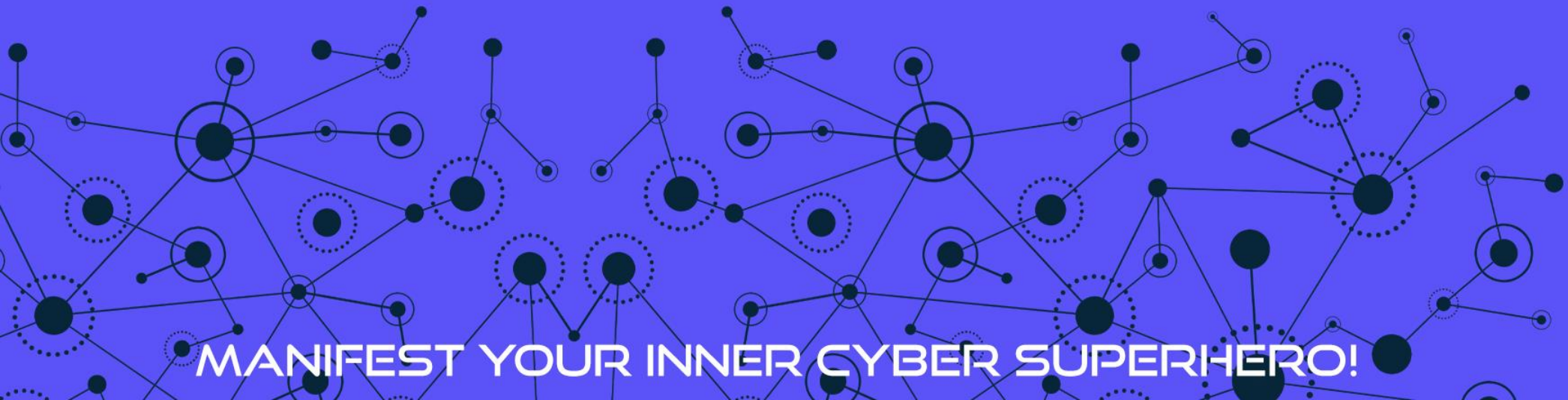
Build the Narrative

- Translate Risks
  - Inherent versus Residual
  - Material Business Impact
  - Augment with Historical Evidence and Probability Timeframes
- Properly Frame Metrics:
  - **KPI**s versus **KRI**s

Support the Board

- Preplan
  - Elicit a champion
  - De-escalate news/hype
  - Be clear and concise
- Report with a purpose
  - Define explicit action items and decisions needed

Pulling it all together



MANIFEST YOUR INNER CYBER SUPERHERO!

The Science of Narratives
Knowledge Socialization
Humans Process Meaning,
not Information
Common Understood Truths
Innate Power of Social Dynamics

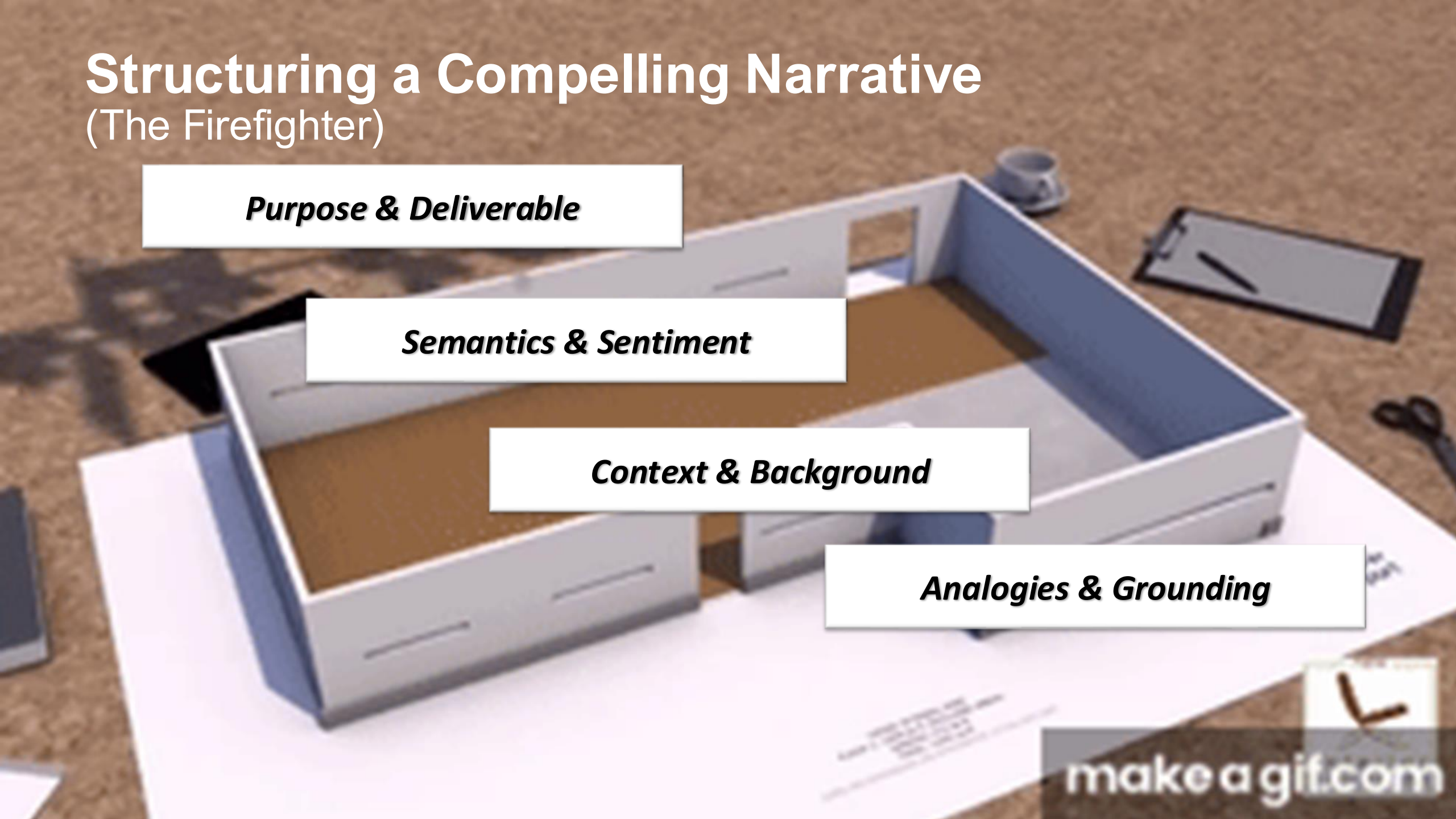
Structuring a Compelling Narrative
(The Firefighter)

Purpose & Deliverable

Semantics & Sentiment

Context & Background

Analogies & Grounding



Preparing a Compelling Narrative
(The Shaman)

"We Don't See Things As They Are,

Communication & Delivery

What's the Ask?

Feedback & Pivots

We See Them As We Are." - AN

The Art of a Compelling Narrative
(The Sherpa)

Craft a Compelling Story

Be an Engaging Storyteller

Don't allow the audience to say "no".

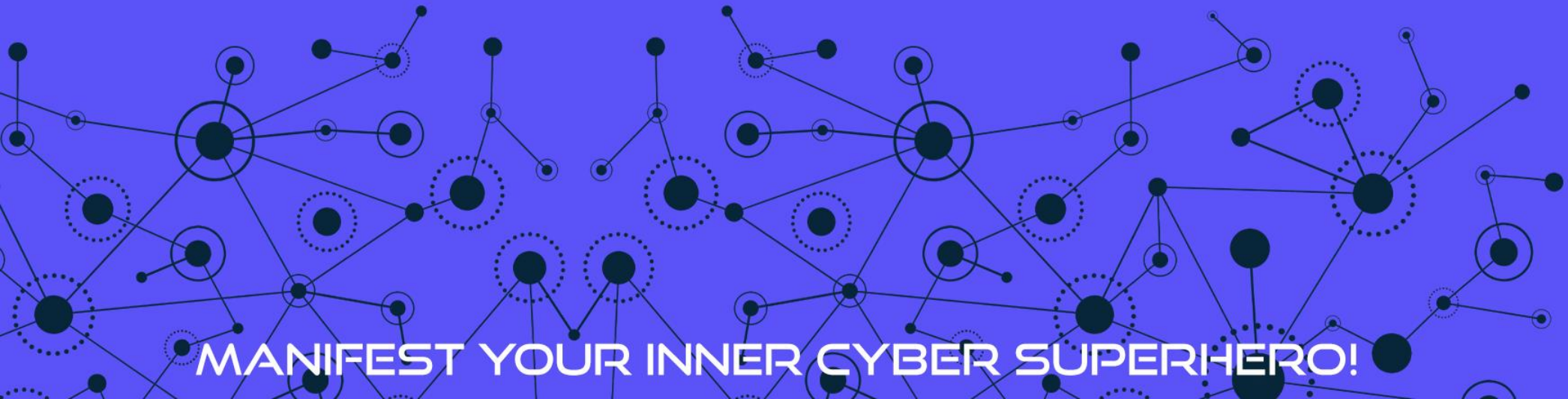
Q.E.D.
Applying Science, Structure, Preparation and Artistry

- **Firefighter**
  - Be the Person Others Rely on During a Crisis
  - Leave every Situation Better than When you Arrived
- **Shaman**
  - Read the Room
  - See the Big Picture
  - Utilize Political Capital
- **Sherpa**
  - Influence without Authority
  - Lead the Team to Success

Time for an Example?

For more information contact:

checco@checco.com



MANIFEST YOUR INNER CYBER SUPERHERO!

Example: Cybersecurity Spend Analysis

SECURITY BUDGETING

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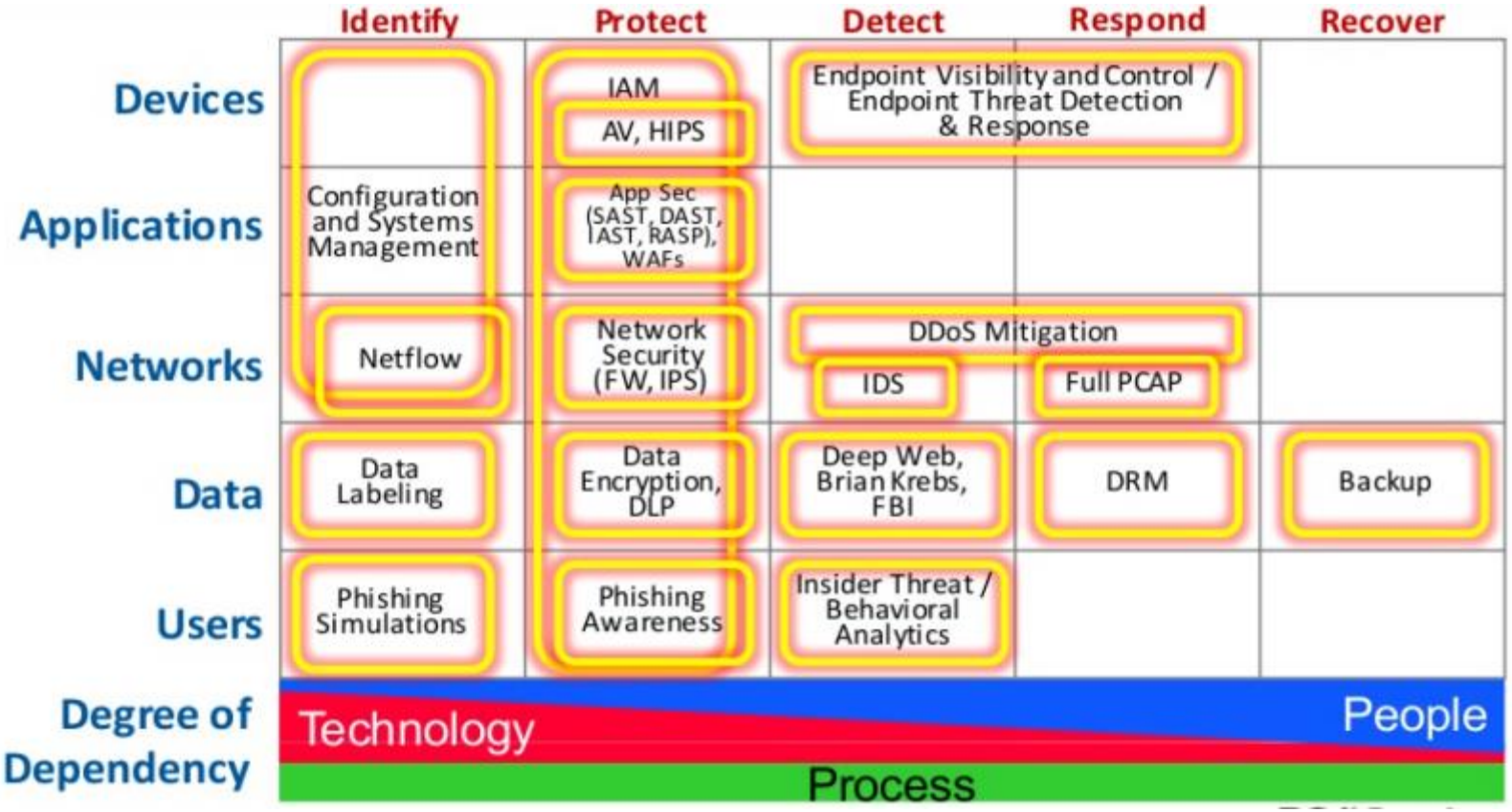
Template: Cyber Defense Matrix

	Identify	Protect	Detect	Respond	Recover
Devices					
Applications					
Networks					
Data					
Users					
Degree of Dependency	Technology / People / Process				

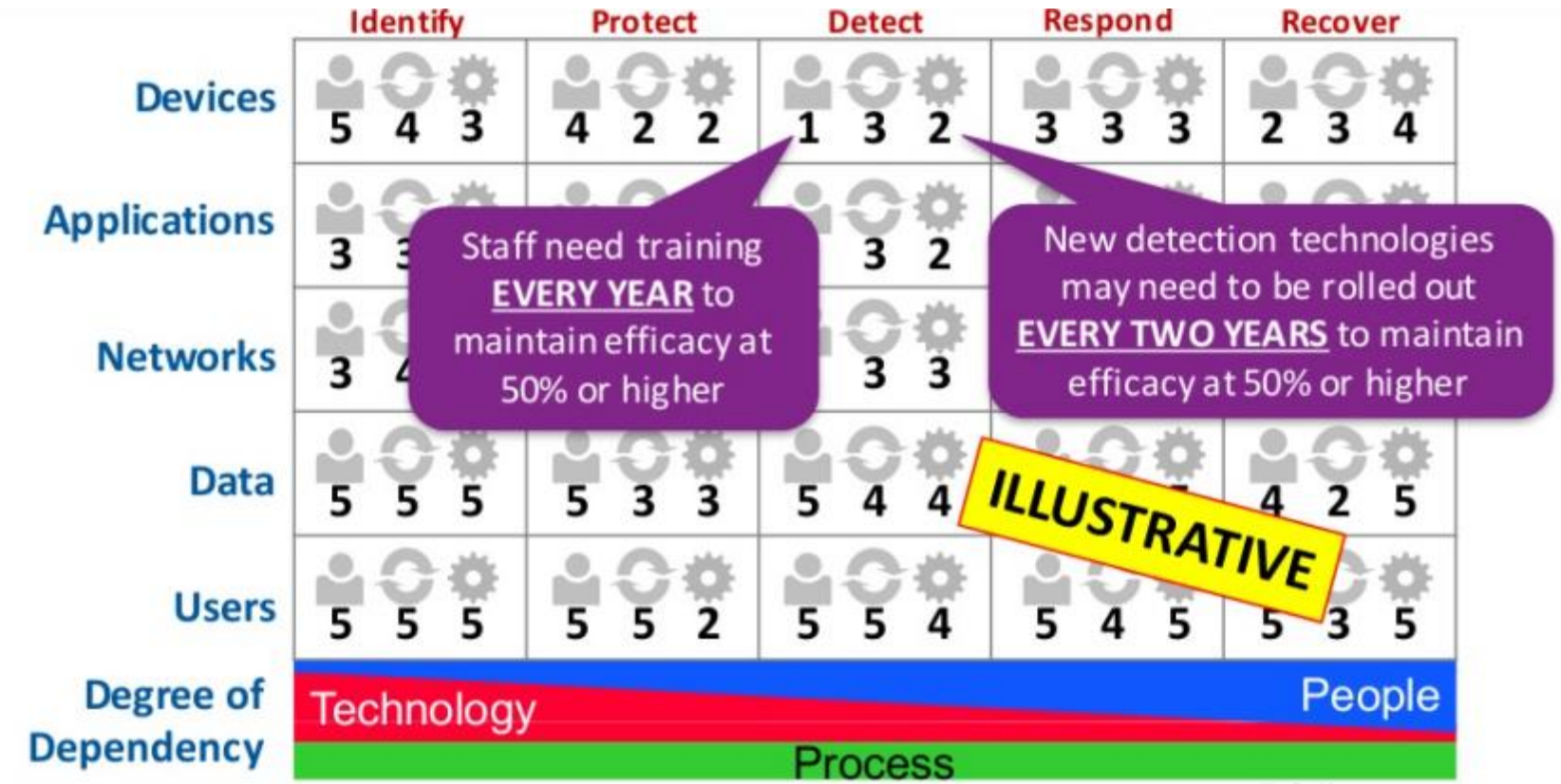
Source: *Sounil Yu, RSA 2016*

Hard Skills:
Security Program Overlay



Source: *Sounil Yu, RSA 2016*

Business Acumen:
Security Resource Weighting Overlay



Source: *Sounil Yu, RSA 2016*

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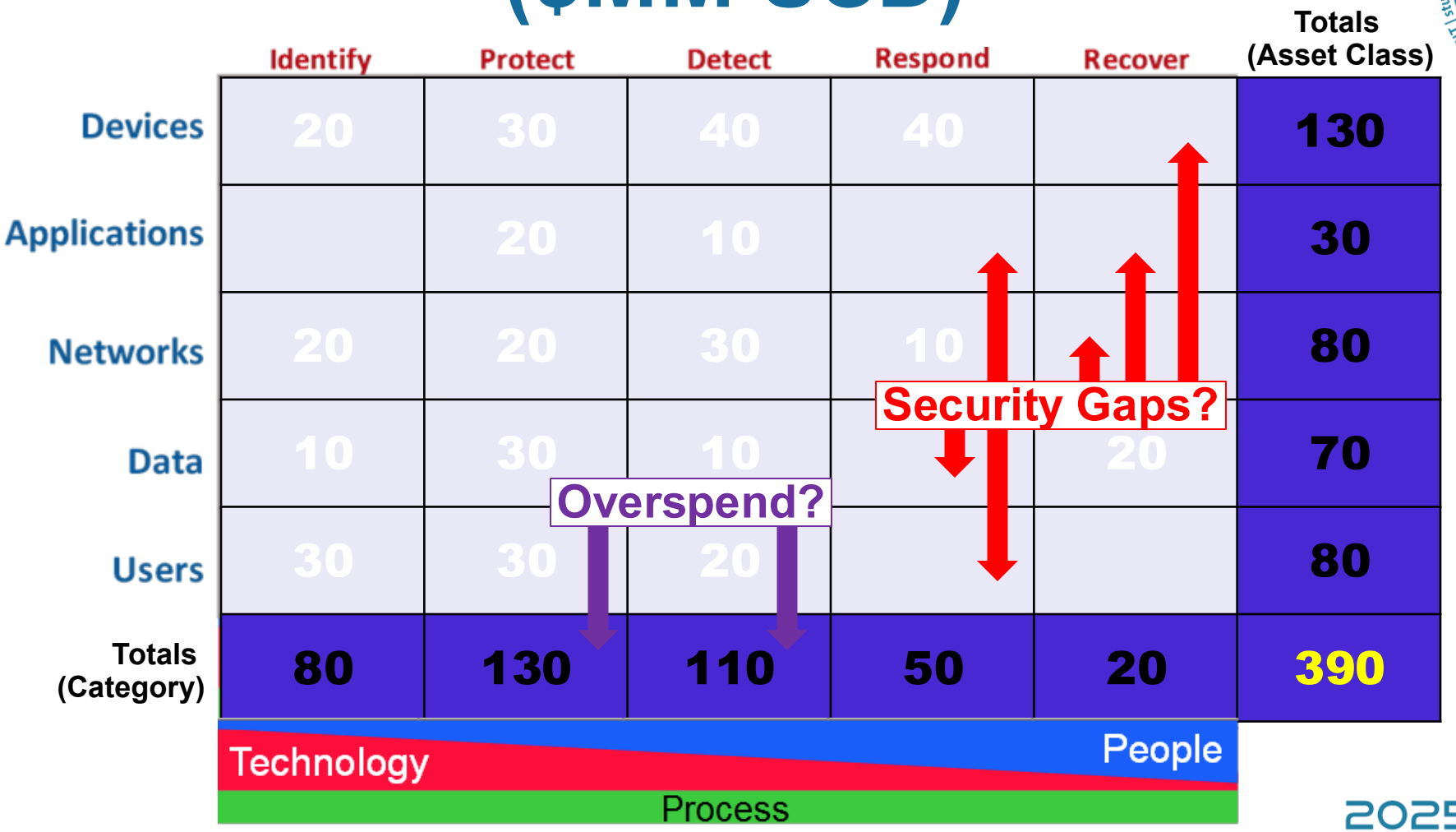
Soft Skills:
Security Resource Spend ($MM USD)



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