

**SECURE360**  
conference

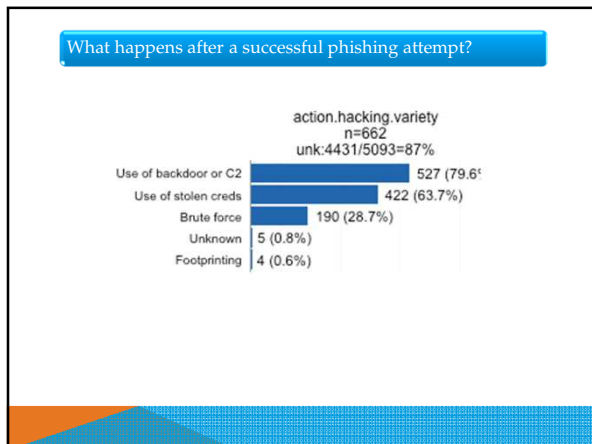
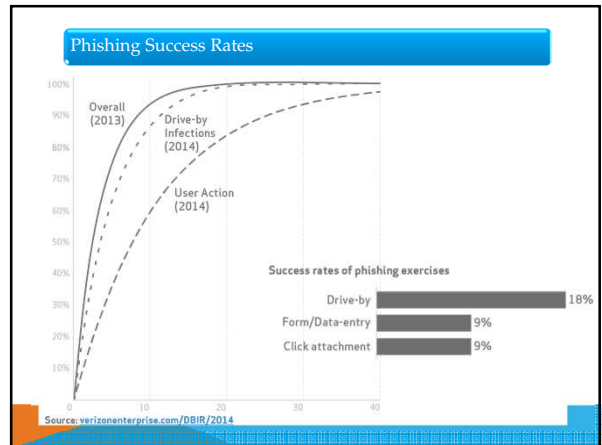
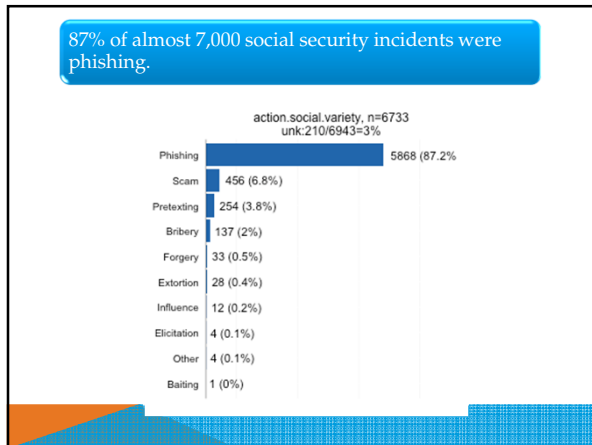
CREATING & MAINTAINING  
SECURITY AWARENESS

**Your panelists:**  
**Jay Jacobs**  
**Mike Kearn**  
**Sam Manke**  
**Chris Nickerson**  
**Chris Veltsos**

**SECURE360**  
conference

CREATING & MAINTAINING SECURITY  
AWARENESS

**JAY JACOBS**  
 SR. DATA ANALYST, VERIZON



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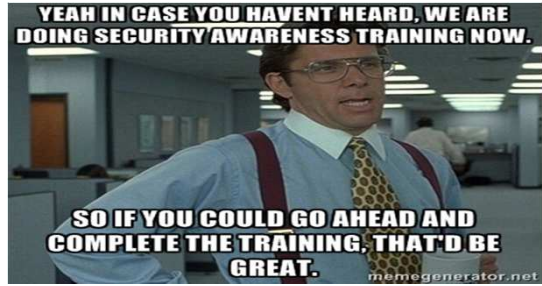
AWARENESS SUCCESS & PITFALLS

**SAMANTHA MANKE**  
 EXECUTIVE VICE PRESIDENT  
 SECURE MENTEM

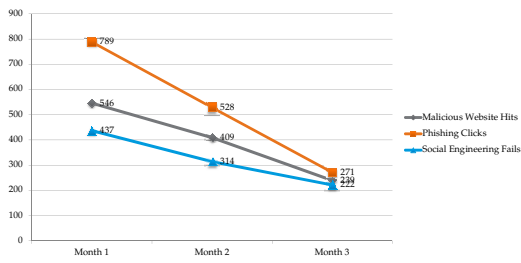
Create a Strong Foundation



Participative Learning/Creative Endeavors



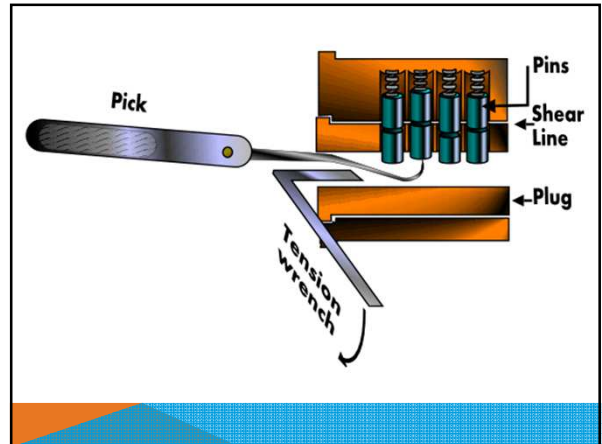
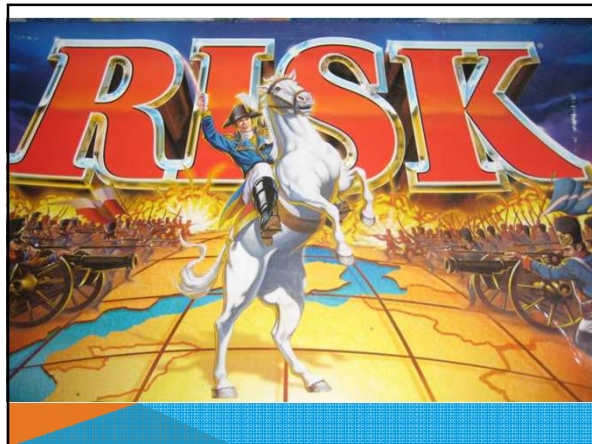
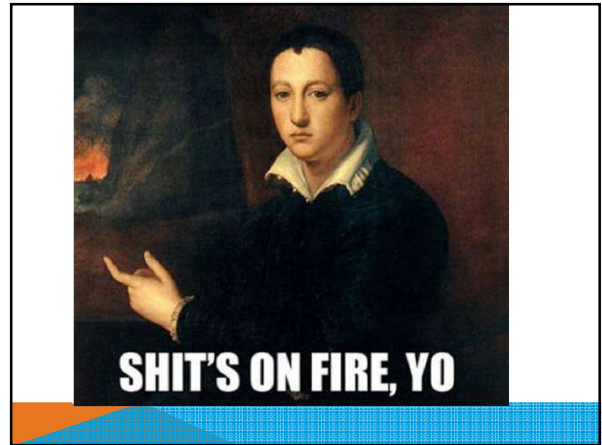
Gather Metrics

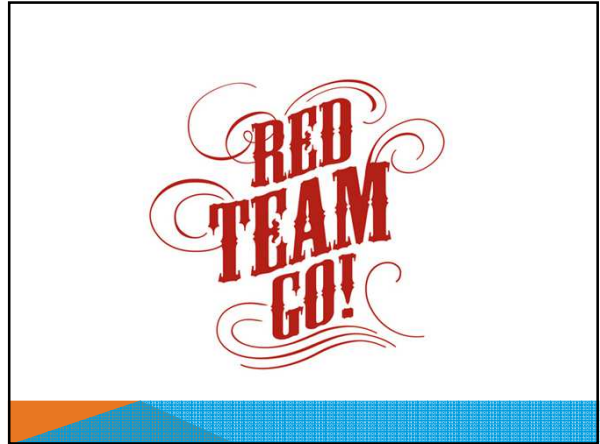


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**SECURE360**  
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CREATING & MAINTAINING SECURITY AWARENESS  
CHRIS LOUNGHIKIKSON  
LAREE WICKERSON

Hi. =)





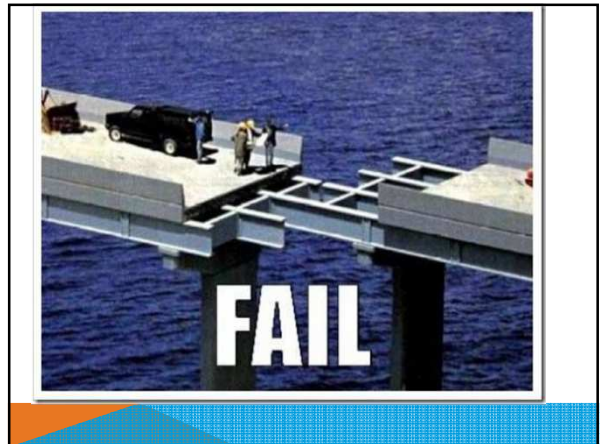

OSINT  
SIGINT  
TSCM/ Bug Sweeping  
Exploit Development  
Tool Creation  
Attack Planning  
Offensive Consultation  
Adversarial Intelligence  
Competitive Intelligence  
Attack Modeling  
Business Chain Vuln Assessments  
Custom Physical Bypass  
Tool Design  
Reverse Engineering  
Other stuff I can't write down...

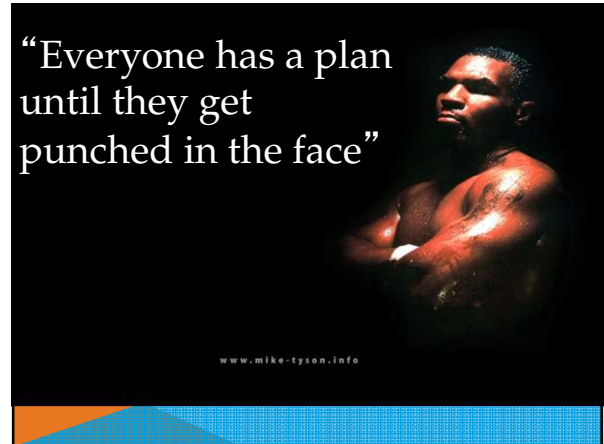
### HACKER



What my friends think I do  
What my Mom thinks I do  
What society thinks I do  
What the government thinks I do  
What I think I do  
What I actually do

POSTULATES vs. PROOF





**PHISHING**

Documents to view | Printer | Print | Close

Name: IT Dept  
 Date: Thursday, November 28, 2013 10:27 AM  
 To: management@...  
 Subject: Security Update - Critical System (08/28/13)  
 Attach: SecurityUpdate\_082813.pdf

All users of our systems, the IT department is currently working to improve the security of our systems in order to better protect both employees and client information. As we near completion of this project we have made significant updates to the password policy for your user account. To protect the ongoing work in the organization, we are asking everyone to log into the system before and confirm the security changes to your account.

In addition to updating your account information, we strongly encourage everyone to review the agreements we have made to the corporate password policy in the attached Excel spreadsheet.

Please log into the client portal website below with your [redacted] username and password.

[Click Here to Log In](#)

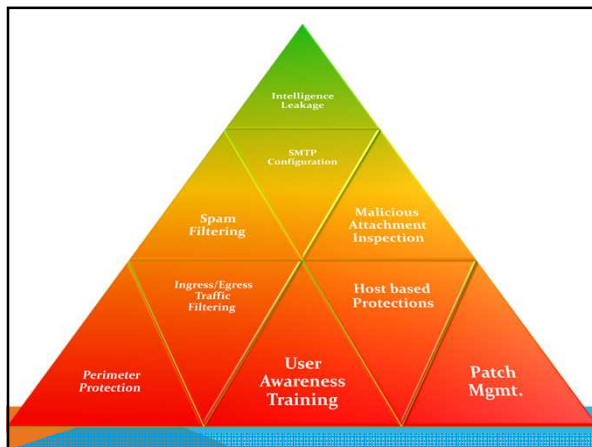
If you encounter any problems during the log process, please click on the following link to verify the security settings of your computer: [Verify Security Settings](#)

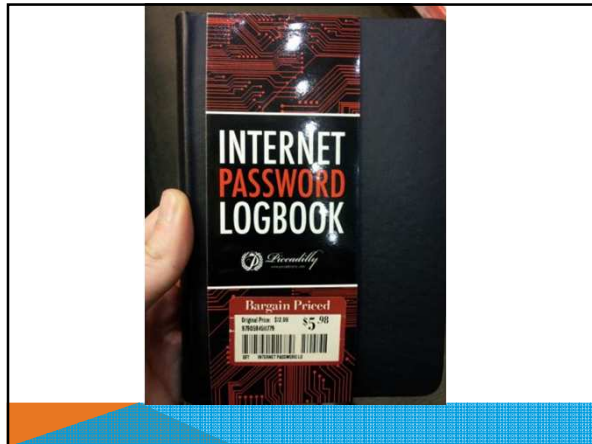
Thank you for your assistance in improving the security of our organization.

[IT Support Desk](#)

Forgot your password? [Having trouble logging in?](#)

- Tax Forms
- Health / Benefits Changes
- Corporate Parties
- Holiday Events
- IT Department
- Manager / Authority Figures
- Discounts
- Current Events





TEST OF DESIGN  
VS.  
TEST OF EFFECTIVENESS



cnickerson@lares.com



@indi303



<https://vimeo.com/laresconsulting>



<http://www.scribd.com/Lares>



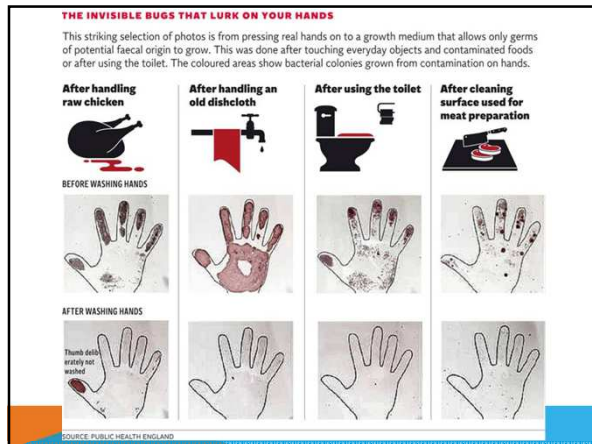
CREATING & MAINTAINING SECURITY AWARENESS  
CHRIS VELTSOS AKA @DRINF0SEC  
FACULTY, MINN. STATE U. MANKATO

WHAT IS SECURITY AWARENESS ABOUT?

- **Inform** – Just FYI
- **Change behavior**
  - Internal Behavior – what should I do?
  - External Behavior – what should I report or watch for in others?

PIECE OF CAKE, RIGHT?

- According to InfoSec techies, yes, changing human behavior is easy
- Either that or people are dumb and we'll be sure to treat them that way
- Because InfoSec folks know better?



NO... IT'S EASY. I WAS JUST BORN YESTERDAY!

- **Road Safety**
  - Don't drink & drive
  - Don't text & drive
  - Do wear your seatbelt
- **Health**
  - Do eat balanced meals
  - Do wash hands thoroughly
  - Do cough in your elbow

AXIOMS BY DR. INFOSEC™

- Experiment!
- Avoid technobabble!
- Attitude matters!
- Sell it!
- Intern!
- Interview!
- FUD?

AXIOMS BY DR. INFOSEC™

- Singular!
- Gamify!
- Compete!
- Support, don't punish!
- Persevere!
- Measure!

Measurement is the first step that leads to control and eventually to improvement. If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it.

-- H. James Harrington,  
Int'l Advisor for Ernst & Young

Chris Veltsos aka Dr. InfoSec™

Faculty, Minnesota State U. Mankato



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Twitter: @DrInfoSec  
Phone: 507-389-6560

Q & A WITH AUDIENCE

THANK YOU

**Your panelists:**

- Jay Jacobs
- Mike Kearn
- Sam Manke
- Chris Nickerson
- Chris Veltsos