Discussing CyberSecurity with Management

Tuesday, May 15, 2018
11:00 am

Tom Cocchiarella
Discussing CyberSecurity with Management

- Have you ever struggled to talk with, write for, or communicate effectively to management about cybersecurity?
- In this session pick up some ideas on how to be more successful in your communication around cybersecurity.
- Learn how to set a framework for discussion that can help you achieve success.

**Key learning points:**
- Create a presentation that uses an analogy every adult can understand.
- Become more aware of how your communication is received.
- See examples of how to make the complex CyberSecurity topic.

*Have we all seen this Defense in Depth graphic? We’ll come back to it in a few minutes!*
Has anyone here ever been asked these types of questions:
- Why is CyberSecurity so complex?
- Why is CyberSecurity so expensive?
- Why do you keep asking for more money?
- Why do you keep asking for more people?
- Etc.?

How have you been answering?
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Considerations:

- It is unlikely everyone in this room has the same exact communications problem(s)
- The questions we all face may be similar, but the players, the situation, the culture & the relationships you have in your organization likely means different approaches are required (one size does not fit all…)  
- The few examples I share may, or may not work for you, but you can create your own if you are aware, observant, and if can adjust to what is needed  
  - Read your audience & adjust your message as needed…
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Considerations:
- When you need to communicate something complex, you need “a common reference” or everyone gets frustrated:

  Business Management:
  - These IT types don’t understand my business & I have no idea what they are talking about

  CyberSecurity:
  - Management doesn’t understand, this is important and they just don’t get it – why don’t they listen? Understand? Care? Etc.

What have you done to help them understand?
What is your common reference?
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Example:

- A friend of mine is a US Army military strategist, and he recently spent a year on the DMZ in Korea, responsible for war plans concerning North Korea. His counterparts were South Koreans, and he struggled to communicate strategy with them as they had little life experiences in common. (Civil War, WWI, WWII Studies)

- One day he realized something they all have somewhat in common: *Star Wars!*
  - Almost everyone has seen the movies, and he had the idea to use Star Wars as a way to explain & teach military strategy with his counterparts.

(“Strategy Strikes Back” was just released on May 1st - Major M.L. Cavanaugh)
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Defense in Depth Graphic

What might be wrong with sharing this graphic with management?
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Cyber Mind Map

What can this help explain to management/an non-IT person?
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How Do You Protect Your Home & Family?

Home Security Analogy

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How Do You Protect Your Home & Family?

- Doors with Locks!
- Windows with Locks!
- Fence!
- Motion Sensing Lights!
- Sump Pump!
- Safe!
- Education/Policy’s! (Teenagers)

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- Smoke Detectors!
- CO2 Detectors!
- Dogs!
- Burglar Alarm!
- Neighborhood Watch Group

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-Dogs!
-Burglar Alarm!
-Neighborhood Watch

-Fire Extinguishers!
-Weapons!
-Insurance!
-Fire Dept.!
-Police Dept!
-Call 911!
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How Do You Protect Your Home & Family?

**Home Security Analogy**

**Prevention**
- Doors with Locks!
- Windows with Locks!
- Fence!
- Motion Sensing Lights!
- Sump Pump!
- Safe!
- Education/Policy’s!  
  (Children/Teenagers)

**Detection**
- Smoke/Fire Detectors!
- CO2 Detectors!
- Dogs!
- Burglar Alarm!
- Neighborhood Watch

**Response**
- Fire Extinguishers!
- Weapons!
- Insurance Policies!
- Fire Dept.!
- Police Dept!
- Call 911!
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**Prevent – Detect – Respond (PDR)**

Home Security Analogy
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<table>
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<tr>
<th>Prevent</th>
<th>Detect</th>
<th>Respond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Firewalls</td>
<td>IDS</td>
<td>IPS</td>
</tr>
<tr>
<td>Strong Authentication</td>
<td>Email Filtering</td>
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<tr>
<td>Policy &amp; Education</td>
<td>Log/Audit Reviews</td>
<td>Insurance</td>
</tr>
<tr>
<td>Encryption</td>
<td>Video Surveillance</td>
<td>Disaster Response</td>
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Don’t We Apply These Same Principals To IT Security???
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Questions?

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