



Invest in your non-tech professional development!

Chris Veltsos aka @DrInfoSec

Professor, Minnesota State University, Mankato



Key learning points

- Non-tech skills? What's that?
- What's on your professional development radar?
- What resources and groups can you tap into?

Thank you for attending the presentation and downloading the slides. Would you mind sending me a quick note about the TWO things you liked the most, and the two you liked the least?

Email: chris@drinfosec.com



Agenda


- Expand your social network — change the way you look at things, and follow both tech & non-tech people
- Push yourself beyond your comfort zone
- Four Keys to investing in your non-tech professional development
- Examples of Prof. Dev. Activities
- Additional resources to get started

Downloads: <http://tiny.cc/drinfosec360>




Short Bio



- Has written lots ([100+ articles for IBM](#), 3xWP, 2xBooks) since 2015.
- At MSU, Mankato
 - Created new cybersecurity courses
 - Created new cyber risk mgmt pgm
 - Advise students @ cyber careers
- Outside of MSU, Mankato
 - Work w/ cybersecurity professionals
 - Work on cybersecurity reports
 - Work with and for CIOs/CEOs

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Christophe Veltsos  

InfoSec, Risk, and Privacy Strategist - Minnesota State University, Mankato

Chris Veltsos is a professor in the Department of Computer Information Science at Minnesota State University, Mankato where he regularly teaches Information Security and Information Warfare classes. Beyond the classroom, Chris is also very active in the security community, engaging with community groups and advising business leaders on how to best manage information security risks.

101 POSTS

Written By Christophe Veltsos



Taming Global Cybersecurity Risks Requires a Concerted Cyber Resilience Effort

With the realization that "we're all in this together," boards want to learn how their organizations are collaborating with the rest of the ecosystem in planning and testing cyber resilience.

March 22, 2019 | By [Christophe Veltsos](#)

ARTICLE



Invest in your future self

You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future.

— Steve Jobs, 2005 [Stanford graduation speech](#)



Expand your social network

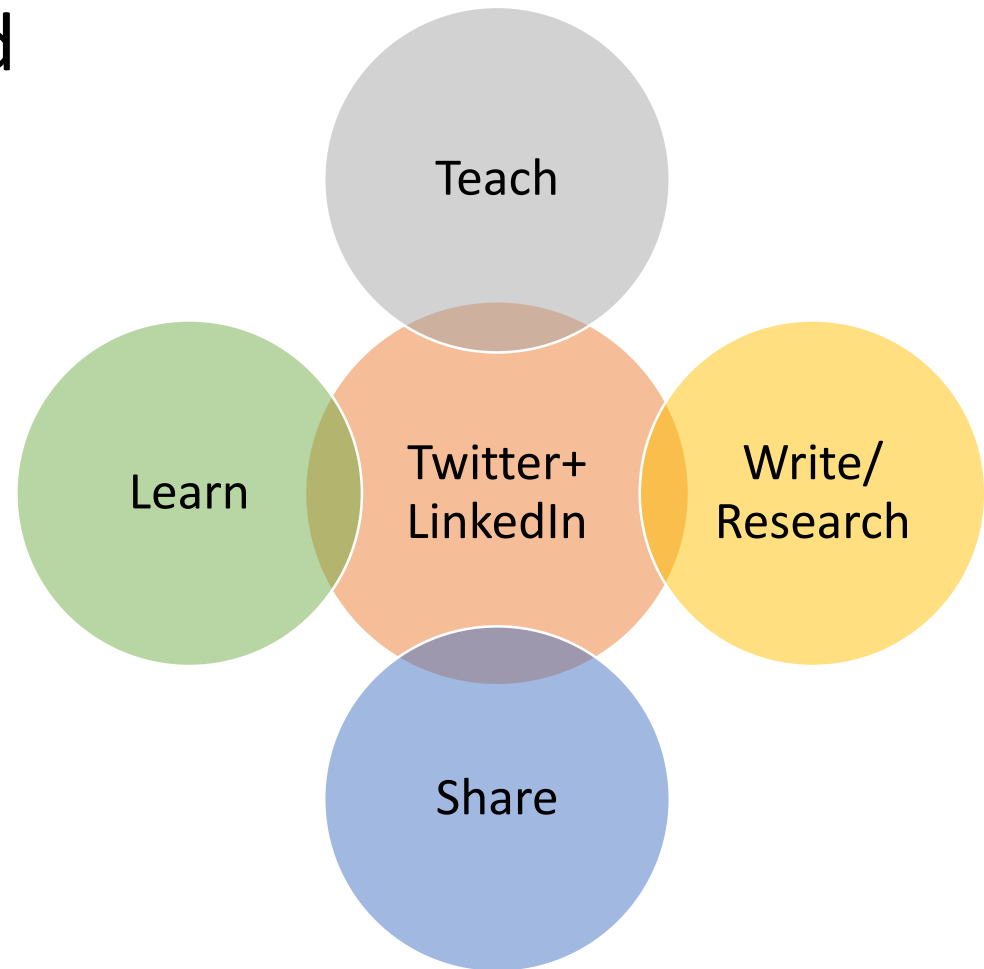
For an expanded perspective & to find new ways to help others



Impact of my Social Network?

How has social network impacted my career?

Tremendously!



How I use Twitter



Home Moments Search Twitter

Christophe Veltsos
@DrInfoSec

InfoSec, Risk, and Privacy Strategist. More at [linkedin.com/in/chrisveltsos](https://www.linkedin.com/in/chrisveltsos)

Back in the USA

blog.drinfosec.com

Joined November 2008

114 Photos and videos

Tweets 17.6K Following 8,028 Followers 12.3K Likes 2,619 Lists 5

Tweets Tweets & replies Media

Pinned Tweet

Christophe Veltsos @DrInfoSec · Mar 23
For those who have asked for links to all of the articles I've written (all 101 of them) for the the IBM SecurityIntelligence blog: [linkedin.com/pulse/101-arti...](https://www.linkedin.com/pulse/101-articles-for-those-who-have-asked-for-links-to-all-of-the-articles-i-ve-written-for-the-ibm-securityintelligence-blog) [a big thank you to @IBMSecurity]


2 replies 8 likes

Christophe Veltsos @DrInfoSec · Mar 25
Some students asked how they could check if their ASUS machine was impacted by ShadowHammer? Tool is listed towards bottom of page

How I Use LinkedIn



LinkedIn



Christophe Veltsos aka Dr. InfoSec

500+ connections

Cyber Risk Strategist | Digital Trust Advisor |
Member of North American Advisory Council
(NAAC) at (ISC)²
Greater Minneapolis-St. Paul Area
| Computer & Network Security

Current	(ISC) ² Advisory Council North America, SecurityIntelligence.com blog (sponsored by IBM), Dr.InfoSec™
Previous	Minnesota Collegiate Cyber Defense Competition, Center for Strategic IT and Security (Metropolitan State University, MN), Mankato Chapter ISSA
Education	Iowa State University
Recommendations	17 people have recommended Christophe Veltsos aka Dr. InfoSec
Websites	Personal Website Blog My Twitter



Food for thought

- Are you looking to learn, to share, or a mix of both?
- What is the value you bring to this community?
- Who will you connect with? How will you interact with them? Observe interactions within the community.
- What are you hoping to get from this?
How will you measure your results?
- How patient & how determined are you?
- Be the professional that you are...
or that you will become.



Push yourself beyond your comfort zone

It's scary, but worth it.

Src: Your Key to Professional Growth: Invest in Your Group B CPE Activities - (ISC)² Blog
https://blog.isc2.org/isc2_blog/2019/04/group-b-cpe-activities.html



(ISC)² Recognizes benefit of Prof. Dev.

- The official [\(ISC\)² CPE handbook](#) refers to Group B activities as “Professional Development Knowledge Sharing.”
- It further clarifies that Group B credits are “earned for completion of general professional development activities which enhance your overall professional skills, education, knowledge, or competency outside of the domains associated with the respective certifications.”



“Soft skills” are a cornerSTONE

LinkedIn [2017](#) most in-demand soft skills

- Adaptability
- Culture Fit
- Collaboration
- Leadership
- Growth Potential
- Prioritization

LinkedIn [2019](#) top five soft skills

- Creativity
- Persuasion
- Collaboration
- Adaptability
- Time Management



Give your audience what they want/need

Understand what decisions your target audience makes every day.

What do you have for them that will influence their decisions?

Src: [Gartner - To the Point: Reporting Cybersecurity and IT Risk to the Business](#)



Activities for growth

- Learning something new
- Teaching — something new, or even something not so new to you
- Speaking — one word, so many outlets
- Writing
- Mentoring
- Temporary reassignment & shadowing



Go beyond comfort

- HBR [article](#) from 2016:
“if you’re not outside your comfort zone, you won’t learn anything.”
- Think about that for a second... we don’t grow (or don’t grow as much) by doing the same things over again.
- So, give yourself permission to feel uncomfortable, because that’s when growth happens!



Four Keys to investing in your non-tech professional development

Building time, but give it time

Src: Four Keys to Investing in Your Group B Professional Development - (ISC)² Blog
https://blog.isc2.org/isc2_blog/2019/05/four-keys-to-investing-in-your-group-b-professional-development.html



The Four Keys

- One BRICK at a Time
- A BUSINESS Focus
- Explore the Full BREADTH of Possibilities
- Become a BRIDGE Across Worlds



Continuously improving communications...

- The right focus
- The right interactions
- The right mindset
- The right communications (language, timing, framing)



Audience-Focused Communications

TGIF Mnemonic (T3GIF)

- (T) Timing
- (T) Tone
- (T) Terminology
- (G) Granularity
- (I) Information
- (F) Focus (business)

GIFT3 Mnemonic

- (G) Granularity
- (I) Information
- (F) Focus (business)
- (T) Timing
- (T) Tone
- (T) Terminology



Most important
Be in it for the long run



Resources



Growth requires “doing”

Many opportunities for speaking & networking around you

- (ISC)²
- ISACA
- ISSA
- OWASP-MN
- Bsides
- Infragard
- Conferences: Secure360 & Cyber Security Summit
- Blogging (even if just for yourself at first)
- Mentoring (internal or external to your org)



Executive-level reading (T & NT)

A tourism-like itinerary:

½ day – Ed Amoroso: [Qs for Executives on Cyber](#) (4 pages)

1 day – add [NIST CSF](#) (20 pages)

2 days – add [ISO 31000:2018](#) (16 pages)

3 days – add [Center for Audit Quality’s “Tool”](#) (16 pages)

4 days – add [COSO ERM - Executive Summary](#) (16 pages)

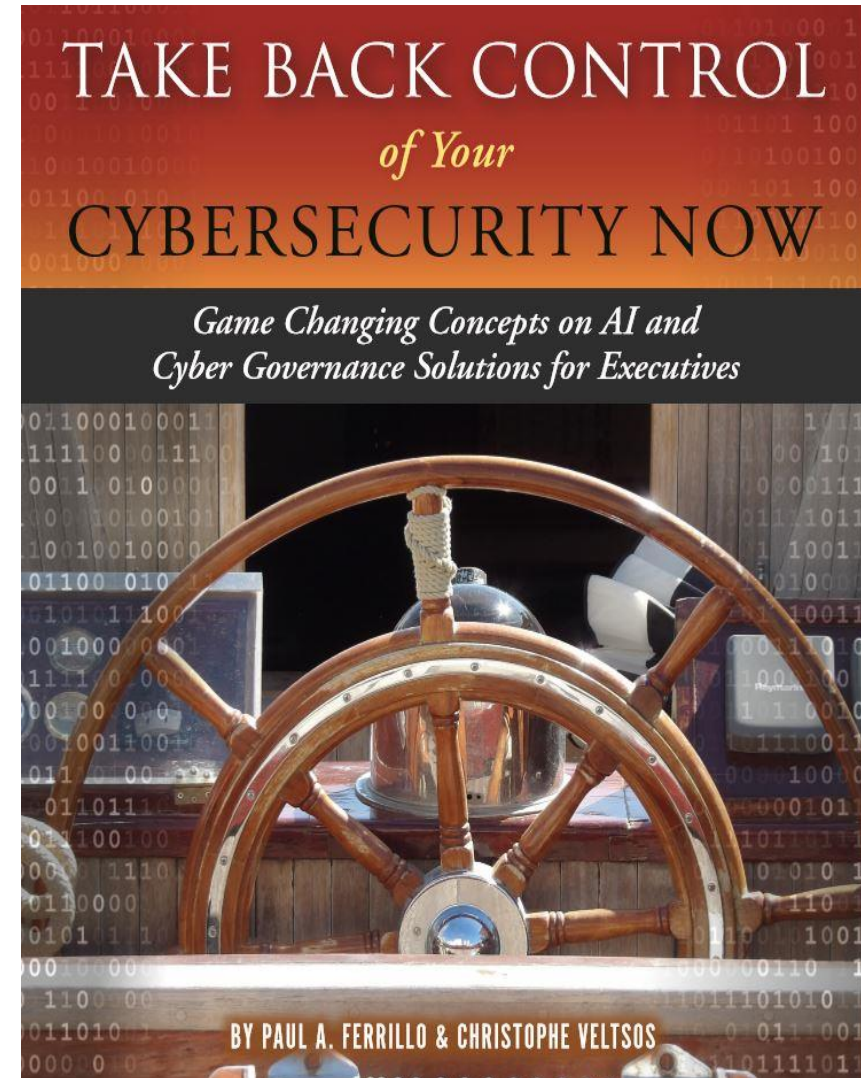
5 days – add [WEF Cyber Resilience for Boards](#) (28 pages)

6 days – add [NACD Cyber Risk Handbook](#) (20 pages)



Resources

- Co-authored a book with Paul Ferrillo, a data-breach lawyer from NYC.
- Available in [PDF for free](#)
- Available on Amazon in [Kindle](#) & [paperback](#) formats
- Cybersecurity for executives





Resources

- Audio/Book: [HBR's 10 Must Reads on Communication](#)
- Book: [World Class Risk Management \(N. Marks\)](#)
- Book: [The Trusted Advisor](#)
- Book: [Rhetoric, Logic, & Argumentation](#)
- Article: Forrester's [The CISO's Handbook — Presenting To The Board](#) (\$)
- Books on boards & governance (or management and leadership)
- And all the links found throughout the presentation

Let's talk. Over coffee?

- Email: chris@drinfosec.com
- Twitter: [@DrInfosec](https://twitter.com/DrInfosec)
- [LinkedIn](#)



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