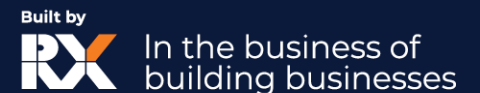




The Art of Telling Your Security Story: From Invisible to Invaluable with ESRM

Tim McCreight, TaleCraft Security

Rachelle Loyear, Allied Universal Security



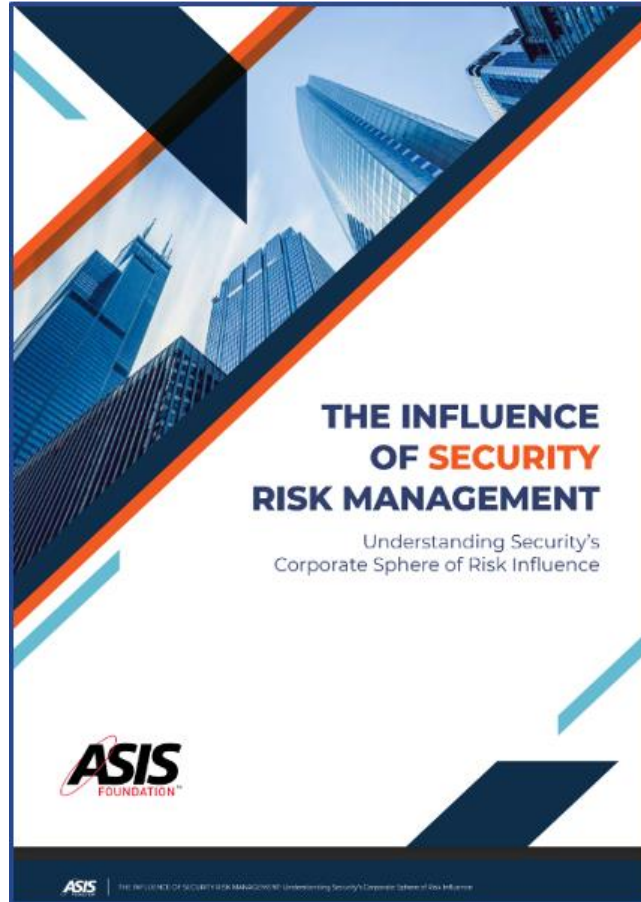
Have You Ever Felt Invisible in Your Role as a Security Leader?



You Are Not Alone...

***SECURITY IS A TECHNICAL
SPECIALIZED ACTIVITY,
RESULTING IN LOWER
INFLUENCE THAN BROADER
GENERALIST ACTIVITY
MANAGERS***

***LANGUAGE IS A SIGNIFICANT
ISSUE WHEN COMMUNICATING
MESSAGES OF RISK***



***SECURITY IS SEEN AS AN
OPERATIONAL RISK CONCERN
WITH LIMITED STRATEGIC
IMPLICATIONS***

***SECURITY PROFESSIONALS NEED
TO ENGAGE BETTER WITH
CORPORATE DECISION MAKERS***

“Security as a brand lacks professional respect, compared to traditional professions”

The Value of Storytelling

- Technical data and expertise are not enough
- Security needs to align with business objectives
- Stories influence decisions and drive organizational change



Changing the Story:

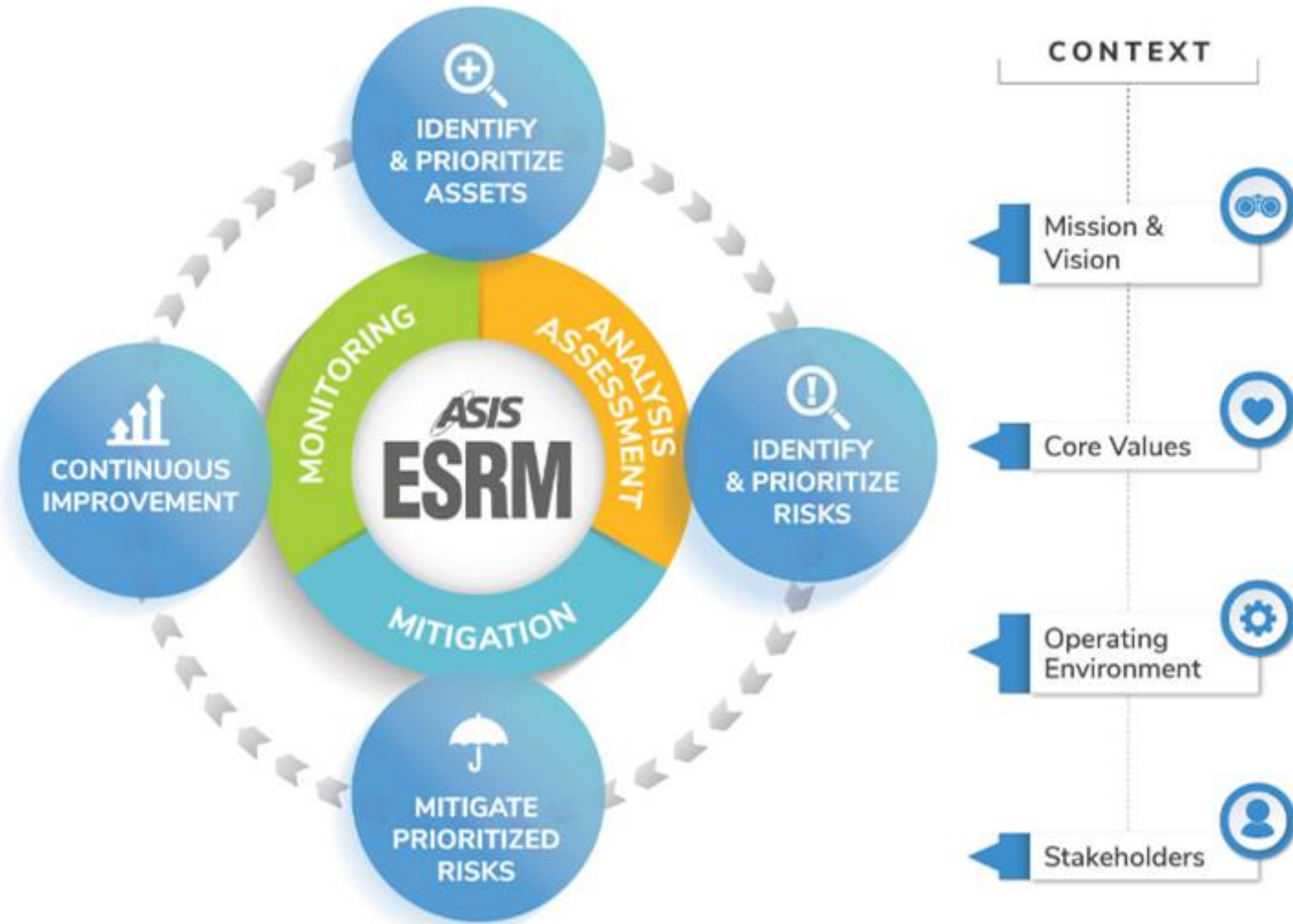
- A Risk-Based Story can **re-shape the way we engage** with business leaders.
- Tailor your security story to demonstrate **business acumen** and an understanding of **risk management**.



Improve Your Security Conversations

- **Enterprise Security Risk Management (ESRM)** is a strategic *approach* to security management that ***ties an organization's security practice to its overall strategy*** using globally established and *accepted risk management principles*.
- **ESRM** recognizes that security responsibilities are shared by both security and business leadership, but that all ***final security decision making is the responsibility of the business leaders***.

THE ESRM MODEL



LINK MISSION > GOALS > MITIGATION



ESRM helps align security efforts with business goals and shifts the perception from a cost center to a value creator.

Speak Your Partner's Language

~~ASSETS~~

What are you protecting?

~~THREATS~~

What are you protecting it from?

~~VULNERABILITY~~

How do you want to protect it?

HOW DO WE NEED TO BE DIFFERENT IN A MISSION-ALIGNED SECURITY PROGRAM?



Changes to our job description...

title/3543810/chief-risk-storyteller-how-cisos-are-developing-yet-another-skill.html#:~:text=Cybersecurity%20risks%20are%20critical%20to,requires%20more%20than%20technical%20expertise.&t...



by Rosalyn Page
Contributing writer



Chief risk storyteller: How CISOs are developing yet another skill

Feature

07 Oct 2024 • 9 mins

CSO and CISO

IT Leadership

Risk Management

Cybersecurity risks are critical to communicate, but CISOs are finding crafting a narrative that resonates requires more than technical expertise.

Can You Tell a Story Your Organization Will Listen To?

(How well do you understand the enterprise you are protecting?)

Learn From Your Stakeholders and Business Partners



The Role of Storytelling



- Translating complex data into relatable narratives
- Engaging leadership and stakeholders effectively
- Building trust and securing resources

The Power of Storytelling

Business and personal communications that make security concepts relatable.



The Hero's Journey

- Your executives can become the Hero in your story
- The journey includes:
 - The departure from the ordinary world
 - The initiation to the adventure and test
 - The return home with newfound wisdom and power

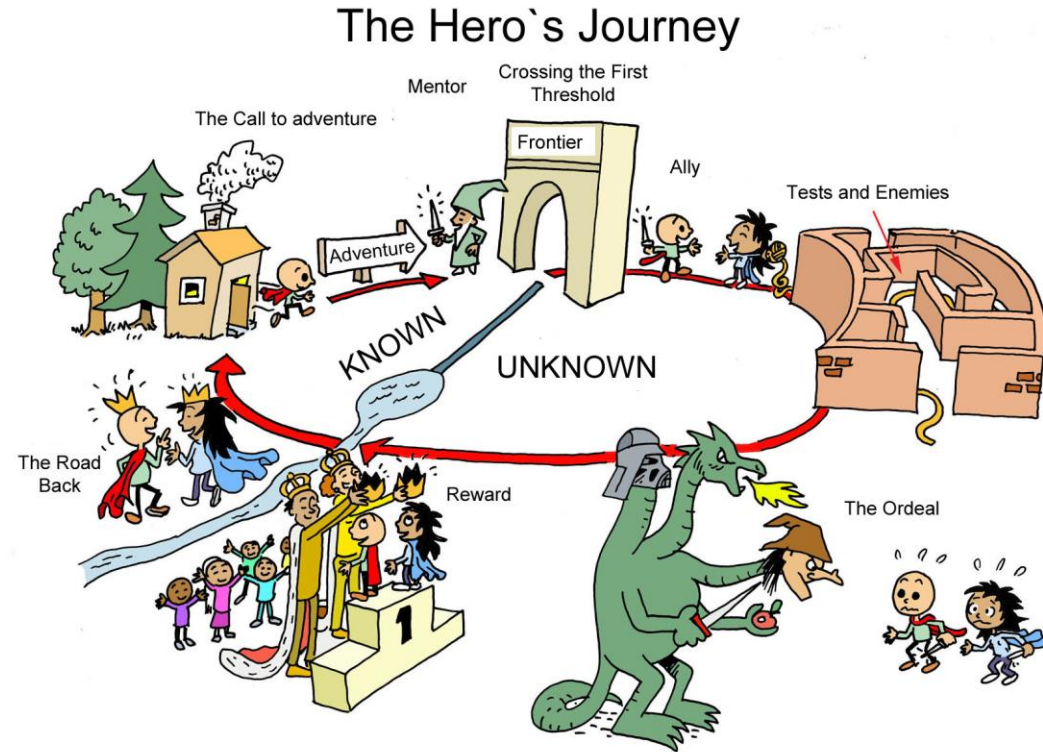


Illustration by: Esbjorn Jorsater, Creative Commons

Storytelling Techniques

- Start with the “Why”:
 - Connect Security to the organization’s mission/vision
- Focus on impact:
 - Highlight risks, consequences and solutions
- Use analogies:
 - Make technical concepts relatable
- Tailor the message, know your audience!



Your Audience - The Executive Mindset

- CEOs spend 72% of their time in meetings (focused on strategy, operations, and culture).
- 25% of their time is with internal stakeholders (employees, board members).
- 16% is with external stakeholders (customers, partners, investors).
- CEOs struggle to balance long-term planning with short-term demands.
- Personal time is limited, with high demands for delegation and prioritization.

- Harvard Business Review - <https://hbr.org/2018/07/how-ceos-manage-time>

Your Audience - The Executive Mindset

- **Tactics to Manage Their Time**

- **Delegation:** Assign tasks to trusted executives to focus on high-level decisions.
- **Structured Scheduling:** Use strict time blocks for meetings, decision-making, and personal time.
- **Prioritization:** Focus on critical issues, filtering out less important tasks.
- **Effective Meeting Management:** Limit meeting duration and participants to increase efficiency.
- **Regular Reflection:** Review goals and time allocation to stay aligned with key objectives.
- **Balancing Short- and Long-Term Focus:** Allocate time to both immediate needs and strategic planning.
 - Harvard Business Review - <https://hbr.org/2018/07/how-ceos-manage-time>

Tips & Techniques

- Begin with the Three P's:
 - Preparation
 - Presentation
 - Personality
- Practice Active Listening to understand your audience
- Develop a clear narrative structure: beginning, middle, end
- Leverage visuals and data
- Reflect on lessons learned and iterate
- Demonstrate **empathy**



Story Time...



TaleCraft

- Email info@talecraftsecurity.com





Thank you!

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