

SEC403: Secrets to Successful Cybersecurity Presentation

1 Day Course | 4 CPEs | Laptop Not Needed

Who Should Attend

The course is for cybersecurity professionals who have seen how weak presentations undermine the effectiveness of technical presenters and want to be one of those rare security professionals who can give a great briefing - whether the audience is executives, fellow technical professionals, end users or even outside customers.

THE ULTIMATE TOOLKIT TO SECURE BUY-IN, APPROVALS FOR REQUESTS, AND CAREER GROWTH

SEC403 gives you the skills to put together an effective security briefing, secure the interest and engagement of your audience, and confidently deliver presentations to a variety of groups. You'll learn effective techniques to secure management approval for new security projects and tools, as well as how to handle the toughest questions and adjust on-the-fly. This course covers best practices for common security presentations such as penetration testing reports, security assessment reports, incident updates, after-action reports, security awareness briefings, and more.

Whatever your role in cybersecurity, you'll likely be called upon to present to technologists, users, and leadership. How well you do that will impact both the effectiveness of your organizations' security and the trajectory of your career.

SEC403 shows you how to put together an effective security briefing, secure the interest and engagement of your audience, and confidently deliver presentations to a variety of groups. You'll learn effective techniques to secure management approval for new security projects and tools, as well as how to handle the toughest questions and adjust on-the-fly. Designed exclusively for cybersecurity professionals, this course covers best practices for common security presentations such as penetration testing reports, security assessment reports, incident updates, after-action reports, security awareness briefings, and more.

Section Descriptions

SECTION 1: Gaining and Keeping the Audience's Attention

You can have the best presentation material on the planet, but if your audience isn't listening, the material doesn't matter. Much of your communication is non-verbal, so the effectiveness of a presentation depends on understanding body language and non-verbal cues. Section 1 provides techniques to capture and keep your audience's attention throughout your presentation.

You Will Learn to:

- Project authority, energy, and awareness
- Develop effective non-verbal communication skills
- Identify common presentation mistakes
- Develop strategies to reduce anxiety when speaking
- Effectively manage interruptions

A lot of this segment illuminates errors security speakers make, and shows you how to avoid them. To help you put these lessons to work, we'll also give you a score sheet that will help you anticipate some of the most important errors before you make them.

SECTION 2: Packaging for Impact

It's vital that your audience grasp the most important elements of your presentation, remember what you've shared, and act on that information. Your presentation should be interesting, understandable, illuminating, and persuasive. In section two you will learn powerful techniques to focus and engage your audience, how to use tools and visuals effectively, and how to handle questions for maximum impact. You'll also learn how to apply a proven, step-by-step method to put together a persuasive presentation - it won't transform a bad idea into a good one, but it will make it more likely that your important ideas will be adopted.

You Will Learn to:

- Set up the presentation to gain audience trust
- Identify common errors when opening
- Develop and use techniques to prevent the audience from losing focus
- Solve voice challenges
- Use visuals effectively
- Develop and use techniques to respond to all types of questions

The score sheet you'll receive at the end of this section will enable you to remember and use most of the great techniques you'll learn.

SECTION 3: Using Stories and Models to Engage and Inspire

In this section, you'll learn how to present during and after incidents. We'll cover communication between responders and management as well as presentation and report recommendations for Incident Response teams. We'll detail the top mistakes to avoid, plus arm you with tips to take your reports and presentations from good to great. Whether you want your audience to more carefully follow computer safety guidelines, approve funding for your proposal, or support an innovative approach to solving a problem, you are asking them to take action they may not have planned on taking when they walked into the room. That's hard! You'll learn how to tailor your presentation to your audience, set the stage for success, present your findings, and clearly deliver conclusions and recommendations.

You Will Learn to:

- Select the best tools to engage and inspire your audience
- Decide what should be left out and what to emphasize
- Use visual timelines effectively
- Use reference metrics to maximum effect
- Use examples to cause your audiences to decide to trust what you are saying
- Persuade management to take action