2016 Security Awareness Summit

How to Build An Ambassador Program

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A Look At Our Business

Financial & Risk

Legal

Tax & Accounting

Intellectual Property & Science

Reuters News
The world’s largest international news organization
We are trusted for the decisions that matter most, empowering customers to act with confidence in a complex world.

Trusted information + Intuitive technology + Insightful people
Global Presence

We have operated in more than 100 countries for more than 100 years

Top 10 Locations Ranked by Numbers of Employees:

1. Eagan
2. Bangalore
3. London
4. New York
5. Manila
6. Hyderabad
7. Beijing
8. Bangkok
9. Buenos Aires
10. Toronto
Ambassador Program

Why?

60,000+ staff

2 focused on awareness

We could not reach everyone by ourselves!
Ambassador Program

What?

Ambassadors who would influence ‘secure aware’ behavior and help minimize risk
Ambassador Program

How?

1. Design PROGRAM
2. Rollout PILOT
3. Formal LAUNCH
4. Continuously IMPROVE
Ambassador Program

*Design PROGRAM*

- Role & Recruiting
- Community & Engagement
- Recognition & Reporting
Ambassador Program

Role (activities)
Ambassador Program

Recruiting
Ambassador Program

Recruiting Video

WHY I WEAR THE SHIELD:
INFORMATION SECURITY AMBASSADORS
Ambassador Program

**Community**

- Provide a private Intranet group
- Hold monthly calls
- Create customized deliverables
- Request ambassador feedback & input

**community** ~ an interacting population of various kinds of individuals ~
Ambassador Program

Engagement

Leader Support + Ambassador Engagement = ‘info secure’ staff and business
Ambassador Program

Recognition

APPRECIATE

BRING IT AND LET’S APPRECIATE IT

Who would you like to recognize today?
## Ambassador Program

### Reporting

<table>
<thead>
<tr>
<th>Name</th>
<th>Activity</th>
<th>Channel</th>
<th>Message</th>
<th>Audience</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Princess Leia</td>
<td>Presented at new hire orientation</td>
<td>In person</td>
<td>Phishing &amp; passwords</td>
<td>New hires</td>
<td>22</td>
</tr>
<tr>
<td>Han Solo</td>
<td>Sent comms about code scanning</td>
<td>Email</td>
<td>Reminder of upcoming code scan</td>
<td>Application team</td>
<td>8</td>
</tr>
<tr>
<td>Rey</td>
<td>Advised staff about new info sec tool for suspicious emails</td>
<td>In person - team meeting</td>
<td>Described tool and what to expect</td>
<td>Product marketers</td>
<td>13</td>
</tr>
</tbody>
</table>
Ambassador Program

Rollout PILOT
Ambassador Program

Pilot Evaluation

• What is your **CRITERIA** for success?

• What **METRICS** will define what success looks like?

• What are the **INDICATORS** that tell you progress is being made?
Ambassador Program

**Ensure Engagement & Support**

1. Gather baseline feedback
2. Review results and metrics
3. Get buy-in for formal rollout
Ambassador Program

**Formal LAUNCH**
Ambassador Program

Continuously IMPROVE

Define success

Improve

Evaluate
Ambassador Program

**Current Stats**

- 73 Ambassadors
- 62 Offices
- 21 Countries
Ambassador Program

Lessons Learned

• Gain **LEADERSHIP SUPPORT** up front and update frequently

• **LISTEN** to the ambassadors ideas and act on cultural differences

• **RECOGNIZE** ambassadors for their dedication and interest

• **ASK** for volunteers – don’t force the role on someone

• **ANTICIPATE** varying levels of ambassador involvement