The Roadmap in Reverse

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SANS Roadmap

- Non-Existent
- Compliance Focused
- Promoting Awareness & Behavior Change
- Long Term Sustainment & Culture Change
- Metrics Framework
Pitfalls

- Unable to demonstrate progress of program to upper management
- Unable to determine what specific aspects of the program were successful/needed improvement
- Difficult to argue for funding because could not produce ROI
- Could not objectively show reduction in risk due to program activities
SMART Objectives

Specific
Measurable
Achievable
Relevant
Timely

Metrics!
Revised Roadmap

Metrics Framework

Promoting Awareness & Behavior Change

Compliance Focused

Non-Existent

Long Term Sustainment & Culture Change
Advantages

- Ensures objectives are measurable and realistic
- Clear evidence of program progress
- Objective numbers to report to upper management
- Allows for development of necessary processes and procedures at start of program
- Increases buy-in from other teams/departments
- Allows for program flexibility and agility
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