Creating a Security Champions’ Network at Diageo

John Haren
Head of Information Security
Governance, Risk & Compliance
Our Core Brands
A little bit of theory......

- Distributed Network of ‘Accelerators’
- Change agents
- Facilitates Rapid Change
- Supporting understanding
What were we up against?
A Security Champions’ Network
- Creating a win-win situation
Identify the end game – SMART Objectives

Be ambitious
The Approach:

Start with Top Down

1. Identify the stakeholders and the benefits for each

2. CTO Support

3. Regional IT Support
The Approach:

Start with Top Down

4. Line managers’ support

5. Sell it to the potential champions
Champions’ Network now in place: Bottom up

• 40+ Security Champions across 21 markets

• The model for other global policies
Tools of Engagement
Issues we encountered

- Culture
- Language
- One solution size does not fit all
- Pockets of weak engagement
Issues we encountered
Continuous Improvement

- Train your champions!
- Use formal goals
- Share key learnings
- Refresh the network
- Demonstrate tangible value to the business
Press CTRL + ALT + DELETE to log on.

Password 333!
Key Takeaways

**Takeaway 1:** Aim for a Win-Win situation

**Takeaway 2:** Gain support from senior management first

**Takeaway 3:** Empower your champions

**Takeaway 4:** Build the program into champions’ annual targets or development plans

**Takeaway 5:** Actively drive continuous improvement
John.Haren@Diageo.com