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Creating a Security Champions' Network at Diageo

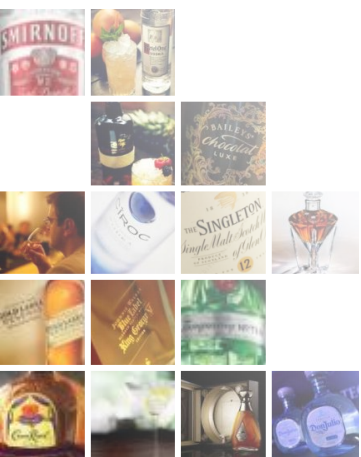


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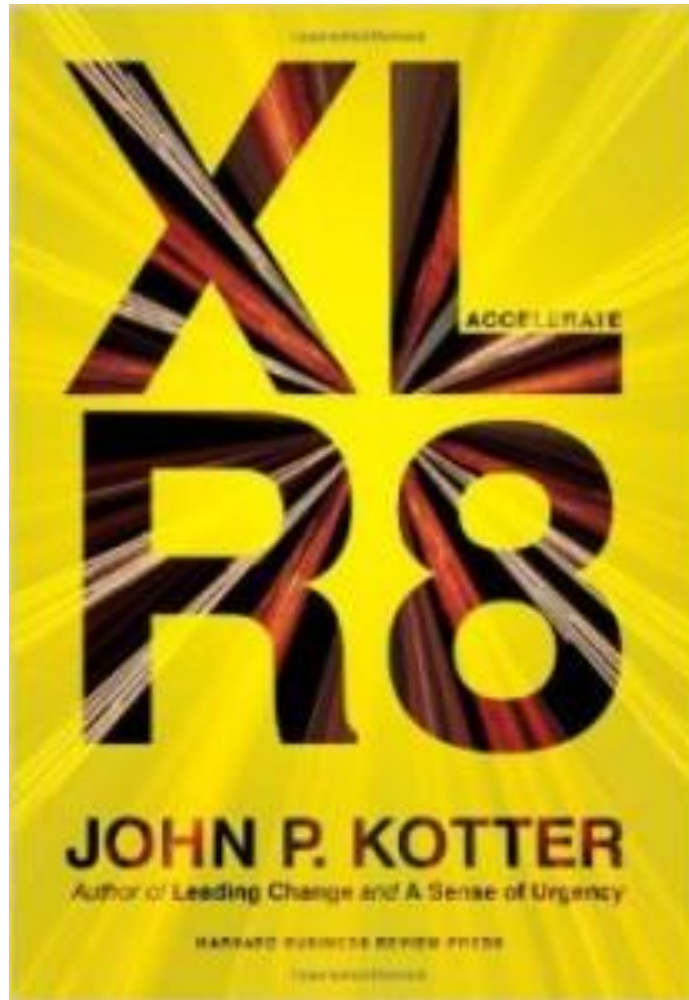
Our Core Brands

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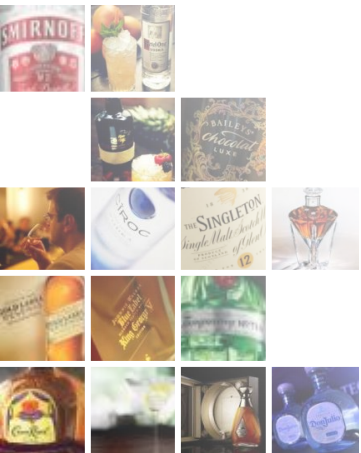


A little bit of theory.....

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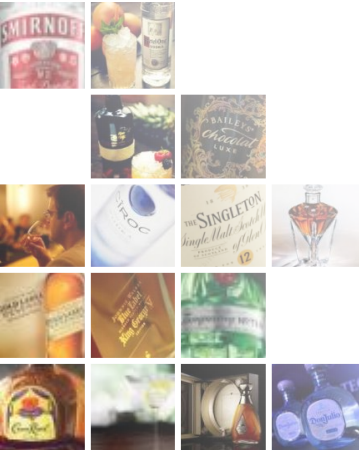


- Distributed Network of 'Accelerators'
- Change agents
- Facilitates Rapid Change
- Supporting understanding



What were we
up against?

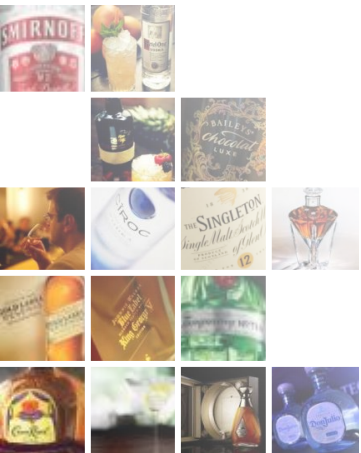
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Symbiosis



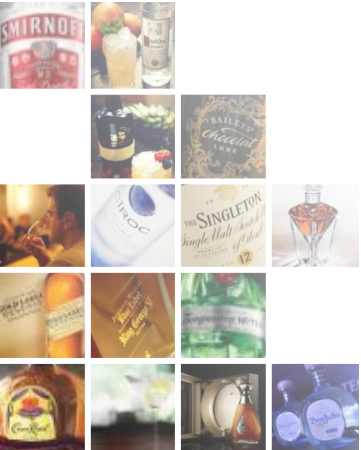
A Security Champions' Network
- Creating a win-win situation



Identify the end game – SMART Objectives



Be ambitious

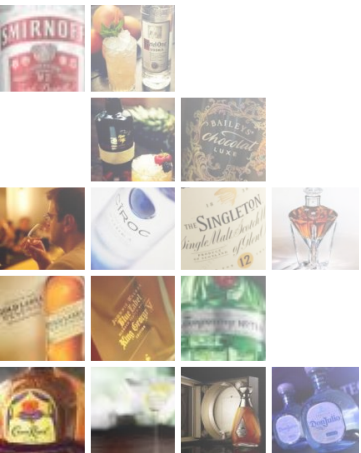


The
Approach:

Start with
Top Down



1. Identify the stakeholders and the benefits for each
2. CTO Support
3. Regional IT Support

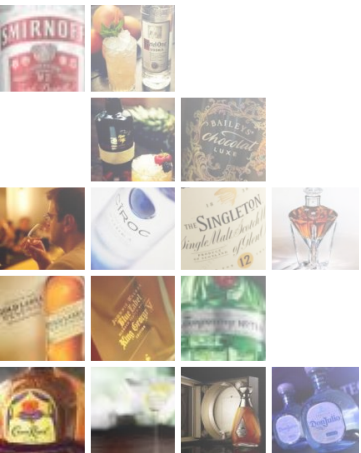


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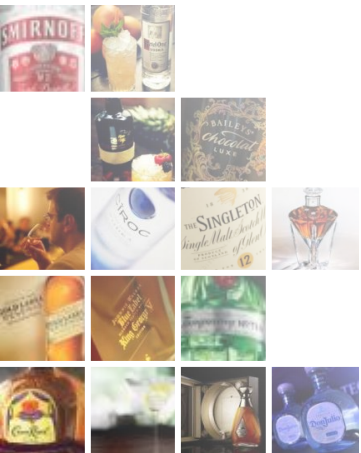
4. Line managers' support
5. Sell it to the potential champions



Champions'
Network now in
place :
Bottom up

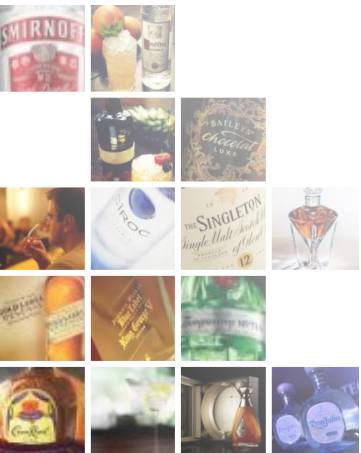


- 40+ Security Champions across 21 markets
- The model for other global policies



Tools of Engagement

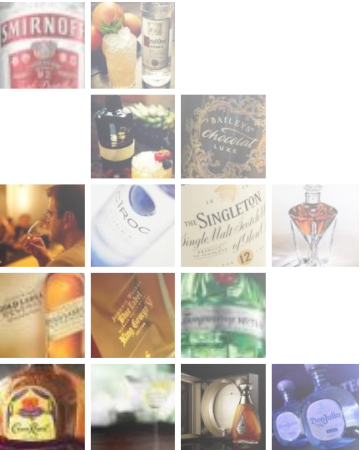
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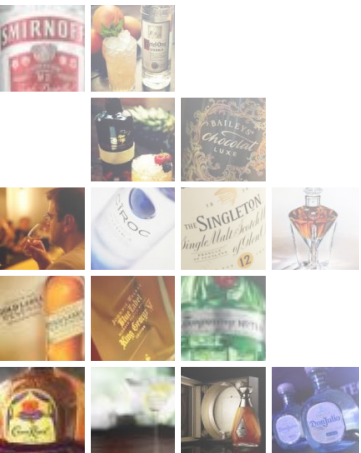
Issues we encountered



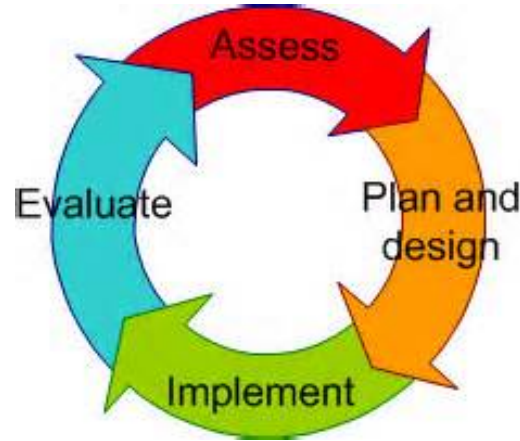
- Culture
- Language
- One solution size does not fit all
- Pockets of weak engagement



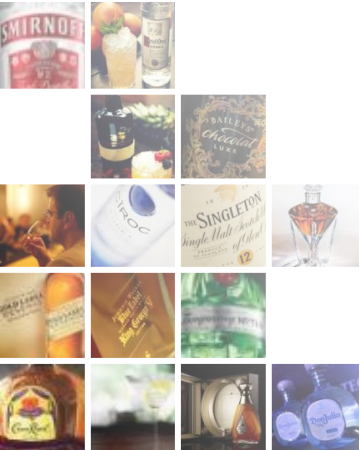
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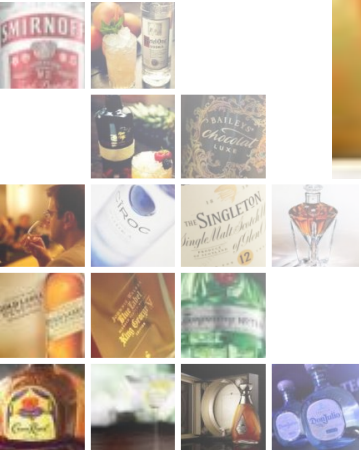


Continuous Improvement

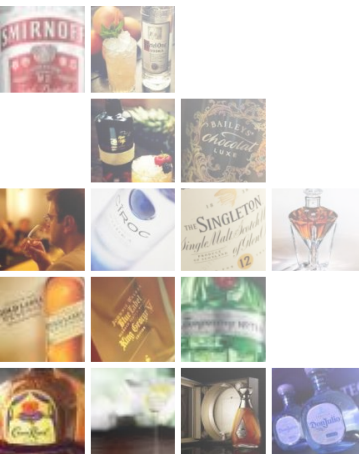


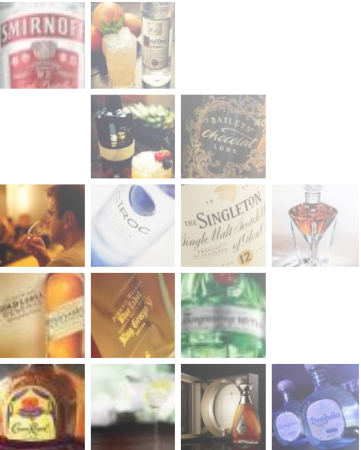
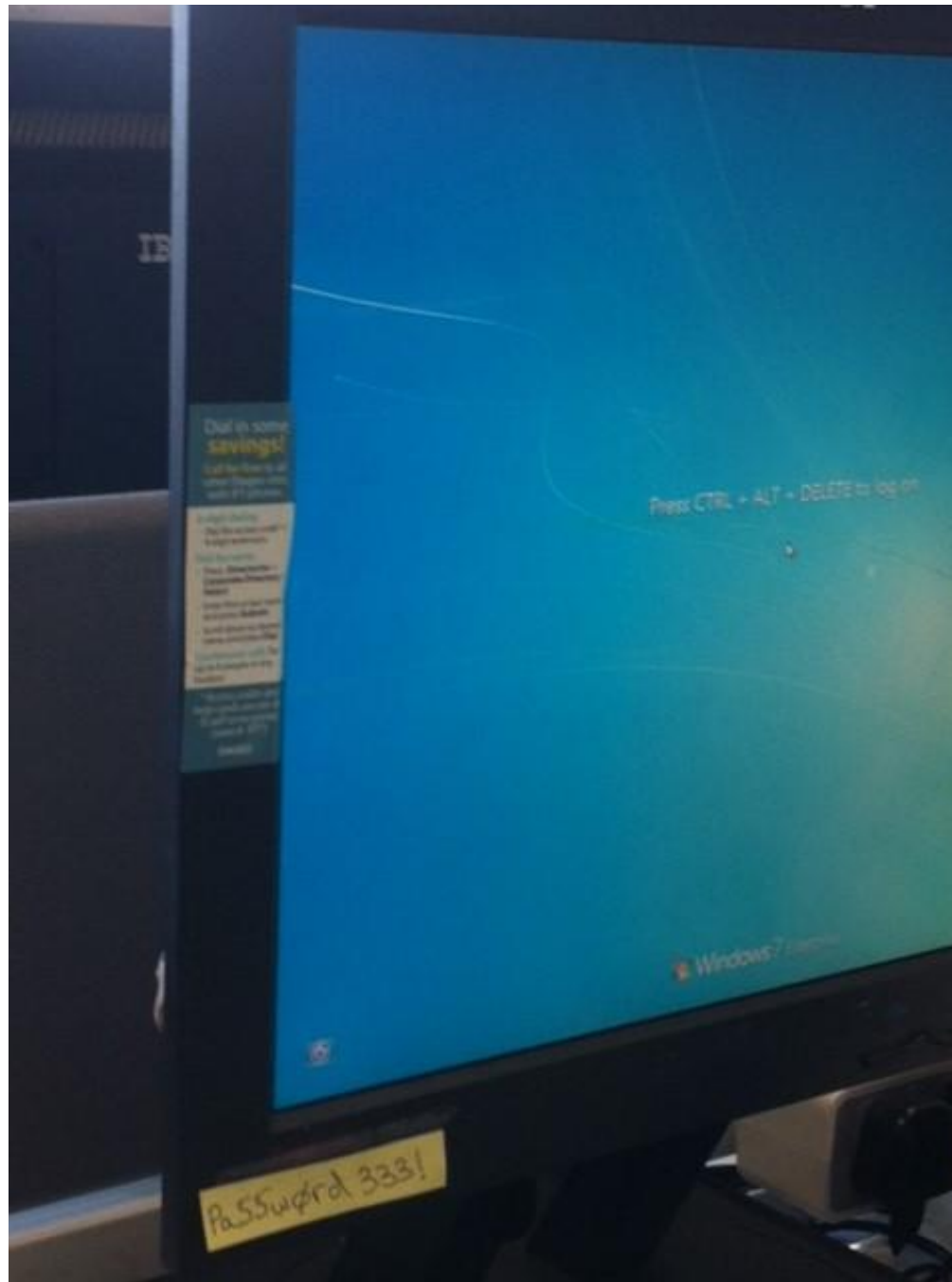
- Train your champions!
- Use formal goals
- Share key learnings
- Refresh the network
- Demonstrate tangible value to the business



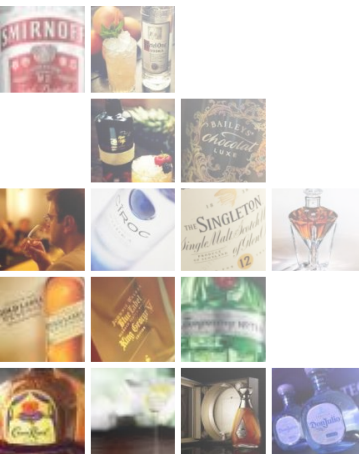


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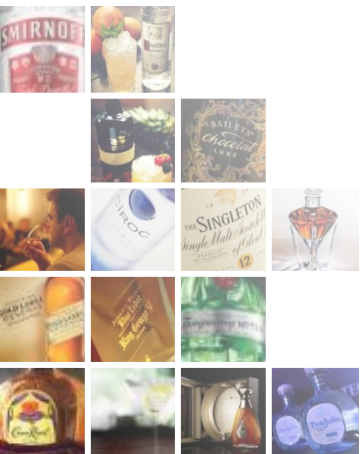




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Key Take Aways

Takeaway 1: Aim for a Win-Win situation

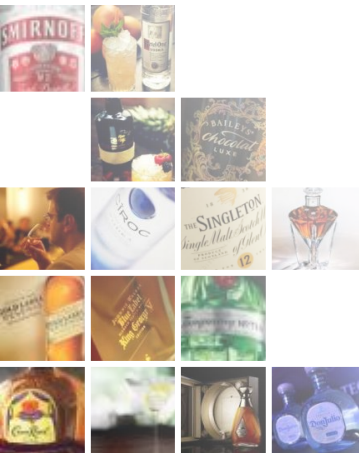


Takeaway 2: Gain support from senior management first

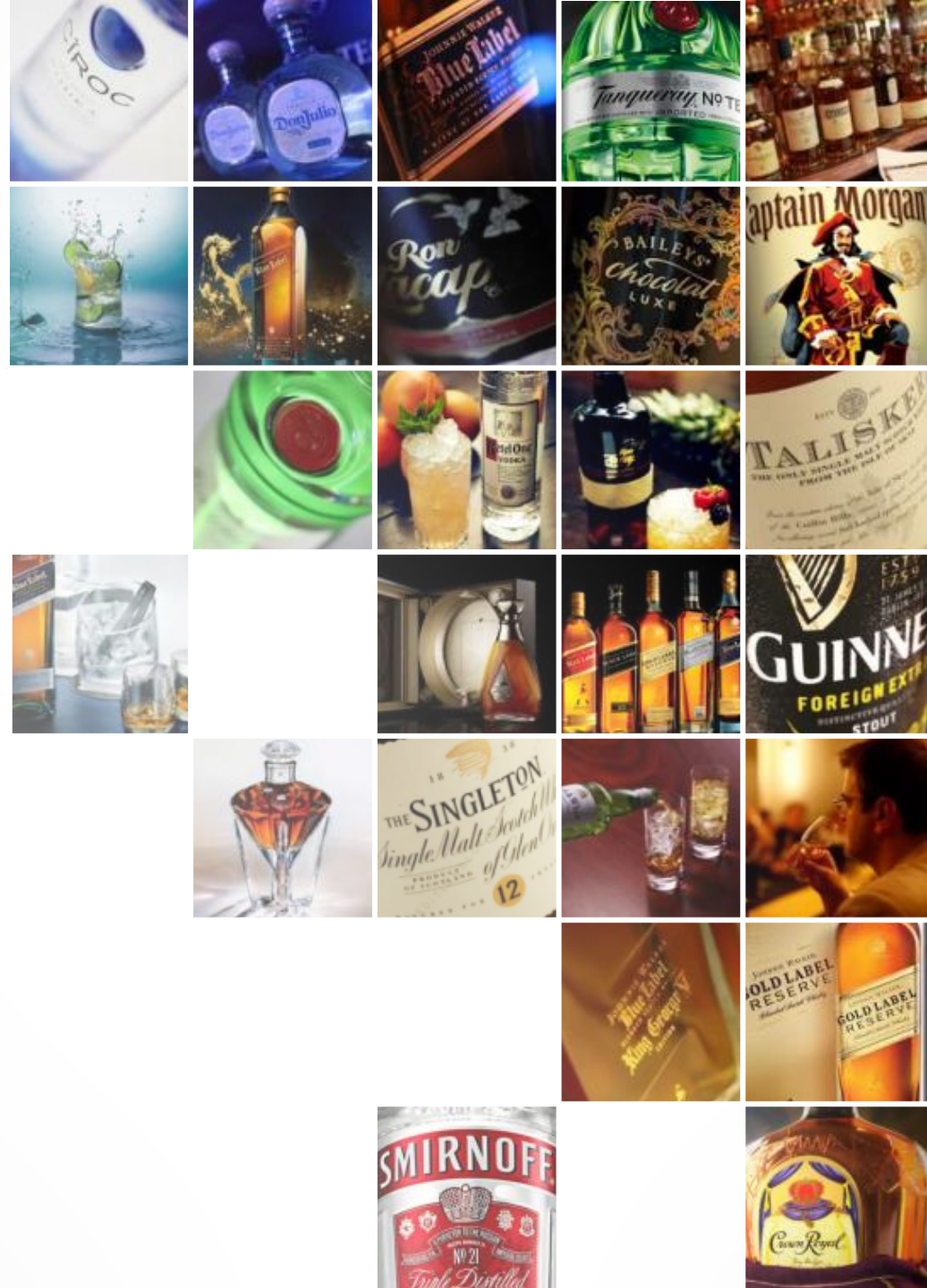
Takeaway 3: Empower your champions

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

Takeaway 5: Actively drive continuous improvement



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