



# Priorities: Personal and Professional

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Ken Dunham, Director of Global Response

MTE, CISSP, GCIH Gold (Honors), GSEC, GCFA, GREM (Gold)

[kdunham@isightpartners.com](mailto:kdunham@isightpartners.com)

# Passion

- What is your passion?
- Interview, research...
- Begin networking
- Be specific!



<http://brandautopsy.typepad.com/brandautopsy/2007/12/index.html>

# Personal Investment



- Commitment and balance
- Take initiative
- Get involved
- Apply it in your work where possible

# Working With Your Employer

- Communicate your passion
- Identify opportunities/tracks/paths
- Identify training or certifications required
- Work towards jobs and employers that best match your passion

# Professional Development

- Higher education
- Certification tracks
  - Stair stepping towards ultimate goal
- Industry contributions
- Overall achievement and performance





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