ctrl+alt+delete - When is it time to Reboot your Awareness Program?

Nashville, TN
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Cheryl Conley
ctrl+alt+delete - When is it time to Reboot your Awareness Program?
About Lockheed Martin

- 97,000 Employees
- 60,000 Scientists, Engineers and IT Professionals
- Global Operations: 500+ Facilities In Over 70 Countries
- 4 Internet Gateways
- ~1PB Full Packet Capture Storage
- 10 Billion Sensor Events per Day

- 92 Million Emails per Week
- 450 Million Web Requests per Day
- 10 Million Blocked Web Requests per Day
- 3.3 Million IP Addresses
- 145,000 Managed Desktops
- 800,000 Active Directory Objects

We never forget who we’re working for™ …and neither do the adversaries!
“Security Awareness, We’re evolving our strategy”
“Security Awareness, Continuing the Journey”
From The I Campaign to New Frontiers
We headed back to ……
Overall Approach

Key Philosophies
- Engaging awareness tactics
- Personalizing cyber behaviors - WIIFM
- Recognizing good behaviors
- Focused collaboration

Strategies & Goals
- Improvement in metrics
- Execute on training
- Enhance awareness portal
- CIO engagement

Multifaceted Awareness Effort Reaching All Employees

Phocused Phishing
Enterprise Email Testing
#WhatComesAfterI
Education & Training

Ensure Protection of LM Assets and Resources

Understand the Awareness concerns of our Employees
Where we’re at…

• Focused Teaming / Collaboration
• Targeted & General Audiences
• Impressive, real time analytics
• Video Series Execution
• Phishing Tool Enhancement
Targeted Audiences

Got kids? Get smart on "Protecting Today's Kids Online" courtesy of this month's SANS' "Securing the Human" short security awareness video.

Cyber Security Awareness Videos | Information Security Awareness Videos | SANS - "

Social Media Risks

- Fabricate Profile
- Engage Targets
- Establish Trust
- Deliver Malware

Reimagined Social Engineering

- Adversaries use social media to target employees directly
- Bypasses most email and web browsing controls
- Blending cyber threats with human intelligence collection

Example Malicious LinkedIn

Protect Yourself and Lockheed Martin

1. Review and Update Security and Privacy Settings
2. Be Careful – Do Not to Disclose LM Sensitive Information
3. Don’t Know the Sender? Don’t Reply – Delete or Report
4. Separate Accounts, Separate Passwords

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A few comparative metrics......

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>How savvy are you about social media phishing? Not sure? <strong>Quiz yourself.</strong> I'm not on social media.</td>
<td>31%</td>
</tr>
<tr>
<td>My kids handle my social media.</td>
<td>1%</td>
</tr>
<tr>
<td>I'm somewhat savvy.</td>
<td>26%</td>
</tr>
<tr>
<td>Privacy settings and smart sharing are second nature to me.</td>
<td>41%</td>
</tr>
</tbody>
</table>

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A few comparative metrics……

**Bad Actions vs. Good Actions**

- **Bad Action metrics**
  - Overall % improvement since B/L test: 57.7% (each % represents how much of the overall improvement happened that year)

- **Good Action metrics**
  - Overall rate of improvement since B/L test: ~90X (each “value” represents how much of the overall improvement happened that year)

**Continuous Improvement**
Lessons Learned / Steps to take Back

• Avoid “Wheels on the Bus” syndrome
• Engage, Engage, Engage
• Come to terms w/where you *really* are
• Strategize on where you need to go
• Involve those with “Stake in the Game”
• Keep your hand on the throttle
Long term sustainment possible, but must come with focus and strategies to continually address current issues AND our diverse and ever changing employee base.
References / Attribution

- Slide 4: Houston
  - Title: Covershots 7-21-09
  - Author: Chris Drum
  - Source: https://www.flickr.com/photos/cdrummbks/ Source: https://www.flickr.com/photos/cdrummbks/3743783092/in/photolist/75CK4v-fBi9rk-6GPShm-qWz1FJ-fBi9SV-nyaBF5-2PXbXC-avuAhz-7rsdpsCJFH-IBxuL3-FdnYJr-7ZTs36-Kir2qe-zsQLY3-zahsBF-SJfV2t-BWcGxi-E3Zxrm-E4opsF-SJfVMK-RD9rbL-SJfUMz-SJfVFZ-RD9rao-SJfVHx-zA24mk-D7g7WX-D6xAye-zA242c-D6Luup-zuMtzZ-zsKq7z-yHkxMR-znC4fU-GVXn-yHkxrv-zhxsA-yC7fCC-c5T5nQ-8sNBrM-sNhbpN-qpjRrm-h1zPYq-k7cCwx - linked to original Flickr page

- Slide 6: Amiss
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- Slide 7: https://www.flickr.com/photos/lockheedmartin/

- Slide10: Moon Walk
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- Slide 14: Moon Ladder
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