SECURITY CULTURE AT SCALE

Building a Security Ambassadors Program
WORKSHOP AGENDA

• Introduction to the workshop
• Getting warmed up: Company introductions and problem statement
• Defining your Security Ambassadors/Champions program
• Building your Security Ambassadors/Champions program
• Moving forward from today
Definition: A network of volunteers embedded throughout your organization that help spread your message and provide information.

- Why is this important?
- Is this right for your company?
INTRODUCTION TO WORKBOOK

**Labs:** Hands-on worksheets meant to help guide you in creating your own Security Ambassadors/Champions program. Think of this as building blocks to take back with you.

**Reference documents:** Sample template documents and key points for you to take back to your office. Think of this like an appendix.
YOUR IDEAS!

**Poll:** Access the poll to participate anonymously and share your thoughts via website or text:

**Website:** [www.PollEv.com/scworkshop](http://www.PollEv.com/scworkshop) when asked to contribute

OR

**Text:** Text SCWORKSHOP to 22333 to join the session, then text your response
LET’S WARM UP!
WHO ARE WE?

Cassie Clark, Security Community Manager - Salesforce
Jessica Chang, Security Culture Lead - Dropbox
Industry: Technology
Size: 30,000+ FTEs
Geographic spread: Over 60 offices worldwide
Org structure: Tech & Products → Engineering → Security
Company values:
- Trust
- Innovation
- Customer Success
- Equality
Industry: Technology
Size: 1,800+ FTEs
Geographic spread: Global, major offices in San Francisco & Dublin
Org structure: Engineering → Infrastructure → Security
Company values:
  • Be worthy of trust
  • We, not I
  • Sweat the details
  • Aim higher
  • Cupcake
GETTING STARTED: WHO ARE YOU?

Let’s take a moment to step back and think about your company…

{ Workbook: Lab 1 }

POLL: What words would you use to describe your company culture? PollEv.com/scworkshop
WHAT PROBLEM ARE WE TRYING TO SOLVE?

As companies grow...

• How do we keep security top of mind?
• How do we scale security effectively?

POLL: What challenges are you facing? PollEv.com/scworkshop
DEFINING YOUR PROGRAM
SECURITY CHAMPIONS / AMBASSADORS PROGRAMS

**Definition:** A network of volunteers embedded throughout your organization that help spread your message and provide information.

- Why is this important?
- Is this right for your company?
Brainstorm: Synonyms for people who might defend/secure...stuff

- Champions
- Ambassadors
- Sentinels
- Knights
TRAINING + COMMUNITY

- Training + community = engaged Champions!
  - Training provides tools to do effective work
  - Community motivates Champions
- Champions scale security for you!
TRAINING

- Customized team-specific trainings
- Instituted and supported by our Champions
- Stories and anecdotes are powerful!
COMMUNITY

- Community is multifaceted
  - Relationship-building
  - Incentivization and engagement
- What we’ve done at Salesforce
  - Community mascot + branded swag
  - Champions-only internal channel
  - CTF Hackathon
  - Happy hours, scavenger hunts, etc.
LET'S EXPLORE SECURITY CHAMPIONS

- What are your goals? What are your non-goals?
- What’s the best way to solve this problem?

{ Workbook: Lab 3 }
BUILDING YOUR PROGRAM
LOGISTICS

What you’ll need:

• Program plan (including metrics)
• Leadership buy-in
• Roles and responsibilities
• Time
  • Staff time
  • Champion time
• Space and logistics
• Pilot program
METRICS

Possible metrics for your program:
  • Impact metrics
  • Compliance metrics

Considerations:
  • Goals/objectives?
  • Challenges? Problems?
  • Activities/training?
  • How will you know participants are engaged?
IMPACT METRICS: ENGAGEMENT

- Attendance at events (in-person and streamed)
- Participation in activities
- Understanding of security issues
- Level of engagement
- Response to surveys
- Communication between Champions + Security team
IMPACT METRICS: TRAINING

- Number of trained Champions
- Results from quizzes/assessments
  - Baseline
  - Post-training

Yes (186)  No (84)
BUDGET

Items to include:

• Training materials and curricula, especially if external
• Events/activities
• Incentives/swag
• Catering
• Logo/graphic design
• Staff time

No budget? Consider…

• Recognition is free!
• Build those relationships with Champions and Security
• Partnering with other teams/departments
CHALLENGES
LET’S START BUILDING!

{ Workbook: Lab 4 }
WORKSHOP TAKEAWAYS
BUILDING YOUR PROGRAM PLAN

- Secure leadership buy-in
- Identify a sponsor
- Define responsibilities
- Launch pilot = iterate!
- Evaluate
- And...launch!

{ Workbook: Lab 5 }
QUESTIONS?
THANK YOU!

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