Effectively Communicating Threat Intel and Its Value

Rick Holland
CISO, Digital Shadows

@rickhholland
#CTISummit
“I'm quite satisfied with the intelligence support, but there is one area in which you'll just have to do better.”
“The Office of Comic Relief, will have to step up its output.”
1. Use their terminology; not yours.
2. Focus on what they care about.
3. Create a personal story that resonates with your consumer.
4. Build briefing dossiers on your intelligence consumers.
5. You may have to alter your existing practices.
6. Engage with them outside of official work channels.
What would you say ya do here?