A Lesson in Survival
transforming culture by preparing for crisis
About me
What this talk is NOT about

- Attack simulations, table-top exercises, or crisis management
- Creating chaos
- Hero culture
CULTURE

What you CREATE

What you ALLOW
### Surviving a breach

<table>
<thead>
<tr>
<th>You might expect...</th>
<th>You might not expect...</th>
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<tbody>
<tr>
<td>fatigue</td>
<td>camaraderie</td>
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Influence

competence

presence

trust
Posit #1:
The most powerful thing we can do to transform security culture is to build influence with our stakeholders.
Thought Experiment #1

How does your business perceive Security?

How does your business perceive you?
Thought Experiment #2

Security Incident!

- Who do you notify?
- Do you know them?
- Do they know you?
- Do you know the names of their children?
- When was the last time you shared a meal?
So who are my stakeholders?
Posit #2: To have the most impact on the security culture of your enterprise, focus on the Technology teams first.
Why Technology?

- They design, build, and operate in every facet of the business
- Access to everything
- Highly targeted
- They shoulder the bulk of the work
- Our interests overlap!
Isn’t phishing the source of most attacks?  
Shouldn’t I be focusing on user awareness?

Culture change isn’t my job. We have a group for that. 

I’m a nobody. I don’t have influence. 

You’re a technical person. I’m not. They won’t listen to me.

You work for a technology company. I don’t.
Where do I start?

Fatigue ➔ Camaraderie
Chaos ➔ Focus
Uncertainty ➔ Accountability
Fear ➔ Passion
Distrust ➔ Discovery
Demoralization ➔ Accomplishment
How much impact can one person really have?

If not you, then who?