THE MANY FACES OF CULTURE
Cassie Clark
Why you should integrate security into your existing company culture

How to identify your company culture

How to create awareness campaigns that use company culture to drive behavior change and reinforce secure behaviors
WHY YOU SHOULD INTEGRATE CULTURE
Social trust → how people form beliefs

- Perceive to be more like them
- Share beliefs, values, practices
“If we try to fit a model on a culture that it isn’t going to work for, it’s actually going to put people off. This isn’t relevant for me and I’m not going to engage in it. So it’s really important to try to always come at this subject from the perspective of the organization, of the individuals in the organization.”

- Dr. Jessica Barker
IDENTIFYING COMPANY CULTURE
- Company mission + values
- Direct observation of behaviors
- Behavioral metrics
- Perception audit / surveys
- Focus groups
- 1:1 interviews
- Showcase Security’s alignment with company behaviors
- Observed unlocked computers
- Garnered behavioral metrics
- Disseminated perception audit
CREATING SECURITY CULTURE BY USING COMPANY CULTURE
What culture do you want?

What does that culture look like?

Where does company culture support or reinforce that vision?

How do we build awareness on top of that?
Call on company values

#staysafe – Security is our top priority

#ownit – Security is everyone’s responsibility

#worktogether – Security is a partner and enabler
Build a brand

Review channels – identify current tone / messaging

Conduct exercises – branding card activity

Casual, approachable, important
Establish a ritual

Security Week – week of security-related activities

#InfoSecAnArtist – “securify” a band/artist name

#staysafe Slack campaign – employees shared stories of times they were secure
My company doesn’t understand the risk / impact of security

I don’t have executive buy-in

My culture is “negative”
Overlapping all-company initiatives

Confirmation bias

Non-statistically significant feedback
Observe and gather

Publicly reflect company values

Review channels to identify cultural indicators and influencers
Get executive buy-in

Ensure content is relevant, useful, inclusive

Build relationships with cultural influencers

Build rituals
Questions?
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