CAROLE THERIAULT
WITH
SECRETS GLEANED FROM THE SECURITY PODCAST WORLD
BIT OF BACKGROUND...

1998–2013

2013–

2016–
MY DAD ALWAYS SAID...

THE EXPERIENCED LEARN FROM THEIR MISTAKES.

THE WISE LEARN FROM THE MISTAKE OF OTHERS.
WHAT I USED TO DO...

EXAMPLES

STATS

DEFINITIONS

EXERCISES

MILLION SLIDES

FUD FUD
WANNA GUESS HOW MANY PEOPLE ASKED TO ATTEND MY TRAINING A SECOND TIME?
...AND IN POD LAND, YOU RELY ON WEEKLY LISTENERS

THE BIG QUESTION: WHAT WILL MAKE PEOPLE LISTEN EVERY SINGLE WEEK?
I NOOLED ON THIS PROBLEM
ALL THE WAY TO CORNWALL.

CLANG
CLANG!
CAR IS STUFFED. I NEED HELP.

ENTER FRANK THE MECHANIC.
AND...

OOOUFFF SOUNDS AWFUL. COULD BE MANY THINGS. ONE - BLAH BLAH BLAH
TWO - OR THE BLAH BLAH
OR COURSE IT COULD ALSO BE

....

BLAH BLAH BLAH BLAH KERCHING, TIME IN A FEW WEEKS, VERY VERY EXPENSIVE
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BLAH BLAH BLAH BLAH KERCHING, TIME IN A FEW WEEKS, VERY VERY EXPENSIVE
DIDN'T REALLY LIKE FRANK THE MECHANIC.

UM YA... WILL BE BACK SOON.
BUT THEN I MEET JOANIE... ALSO A MECHANIC
BEST. MECHANIC. EVER.
1. I felt understood

2. She didn't ram her passion down my throat

2. She didn't geek out – used everyday words

3. She gave me one 'easy' task to do
HOLY COW EUREKA!

READY?
HERE'S THE TRUTH...

MOST PEOPLE FIND INFOSECURITY AS BORING AS F*@&
LESSONS LEARNED ON AUDIENCE ENGAGEMENT FROM MY PODCASTING EXPERIENCE.

(BUT MOSTLY FROM JOANIE THE MECHANIC)
BE LIKE JOANIE

EMPATHIZE.

SECURITY SUCKS FOR 99% OF PEOPLE.

PEOPLE ARE WAY MORE RECEPTIVE IF THEY DON’T FEEL STUPID, DEFENSIVE OR FRUSTRATED.
DON'T BE LIKE FRANK AND OVERLOAD YOUR AUDIENCE.

LESS IS MORE.
ALWAYS START WITH A CLEAR DEFINED GOAL, AND STAY ON POINT

PEOPLE NEED TO HEAR THINGS OVER AND OVER AGAIN TO ABSORB AND UNDERSTAND THEM
BRING IT HOME BY MAKING IT PERSONAL.

EXAMPLE: LEARN THIS AND YOU CAN BETTER SAFEGUARD YOUR LOVED ONES.
HUG A STORY AROUND THE LESSON

MOST PEOPLE REMEMBER STORIES, (AND THEIR LESSONS)
EMPATHISE
MAKE IT PERSONAL
HAVE A CLEAR GOAL
USE STORY ARCS
THANK YOU!

CHECK OUT THE SMASHING SECURITY PODCAST (IT'S AWARD-WINNING, DON'T YOU KNOW)

CONTACT ME ON TWEETER @CAROLETHERIAULT