## RSAConference2016

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SESSION ID: HUM-T!0

300+ Cities, Millenials, and a Mobile Workforce: A Security Gauntlet



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#### MAKING THE FAMILIAR STRANGE





#### **ANTHROPOLGY**



- Anthropologists may appear to study conditions that are obvious, but by making the familiar strange, they are able to move beyond commonsense reasoning and use evidence to really understand a topic.
- Anthropologists ask questions about those influences outside the control of individuals. For example, if someone is successful, is he perceived as superior? If he fails, is he seen as personally lacking? A anthropologist will look at evidence and external factors that might influence a person's decision rather than accepting commonsense answers.

#### **VS. SECURITY**



- Security Awareness Practitioners may appear to study conditions that are obvious, but by making the familiar strange, they are able to move beyond commonsense reasoning and use evidence to really understand a topic.
- SAP ask questions about those influences outside the control of individuals. For example, if someone is successful, is he perceived as superior? If he fails, is he seen as personally lacking? A SAP will look at evidence and external factors that might influence a person's decision rather than accepting commonsense answers.

#### **ANTHROPOLGY**



An Anthropological imagination provides the ability to see the relationship between individual experiences and society at large, as well as the ability to distinguish between personal troubles and social issues.

#### **VS. SECURITY**



A security awareness imagination provides the ability to see the relationship between individual experiences and society at large, as well as the ability to distinguish between personal troubles and business issues.

## ANTHROPOLOGY, MARKETING, & SECURITY-





### **ENGAGEMENT MODEL**







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#### **MISSION**



MISSION: SECURITY AS INSTINCTUAL AS BREATHING FOR UBER

GOAL: SECURITY THREATS ARE THWARTED BY THE POWER OF OUR PEOPLE



## 0-100 REAL QUICK









#### **SURVEY THE LANDSCAPE**











#### **STRUCTURE**







#### WHERE MY STAKEHOLDERS AT?









### **PILOT GROUPS**







#### "SUPERPUMPEDNESS"









# TRIGGERING THAT DOPAMINE & OTHER NEUROTRANSMITTERS







#### **DOPAMINE**





### **OXYTOCIN**



### **SEROTONIN**





### **ENDORPHINS**



## **ACTION!**



ITOOK THE APOZY SECURITY ENGAGEMENT	I FOUND THE SECURITY POSTER IN MY OFFICE (IF A PPLICA BLE) AND SENT IN MY SELFIE PIC	I FOUND MY LOCAL SECURITY STAFF AND SENT IN MY SELFIE WITH THEM
IREAD OUR INFORMATION SECURITY POLICY	I UPDATED MY SOCIAL MEDIA SECURITY AND PRIVACY SETTINGS	IREAD OUR NET WORK DATA ACCESS POLICY 1
I READ THE INFOGRAPHIC ON PHISHING	I READ THE INFOGRAPHIC ON SOCIAL ENGINEERING	IREAD THE INFOGRAPHIC ON PASSWORDS AND AUTHENTICATION
ITOOK A SPIN ON SECURITY	IGOT A LOCKED COMPUTER CERTIFICATE ON MY DESK	I VISITED THE LOC PICKING VILLAGE
I SIGNED UP TO BE A SECURITY CHAMPION	I UPDATED MY COMPUTER	I UPDATED MY PHONE

## TOOLSHED













### **CHECK YOURSELF...**





UBER

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## EVERYONE HAS A PLAN UNTIL YOU GET PUNCHED IN THE FACE











#### **MAKE MAGIC**















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#### TRAINING THE ROCKET MAN





# THE GREAT FIREWALL AND OTHER THINGS YOU CAN'T REALLY UNDERSTAND ON YOUR OWN







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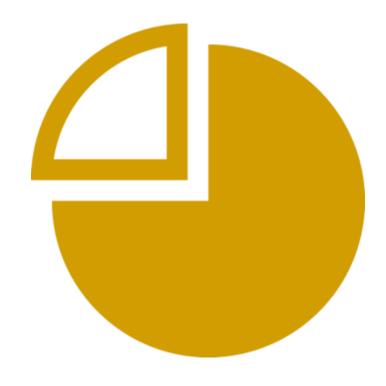






#### **ENGAGEMENT METRICS**





#### **BEHAVIOR METRICS**









Expected: 5% Click Rate

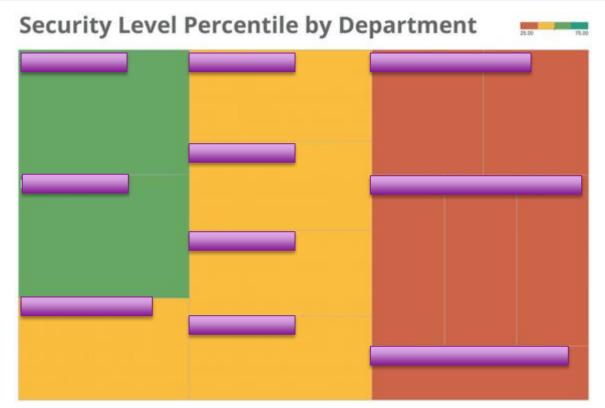
Actual: 20% Click Rate Expected: No Prior Data

Actual: 30% Accept Rate Expected: 5%
Handout

Actual: 35% Handout

#### **KNOWLEDGE METRICS**





#### **REPORTING METRICS**

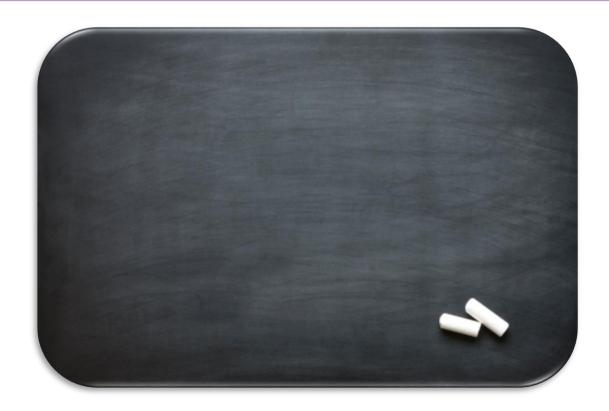


Reporting: Security reporting has increased by 53% over the last 4 months



### **LESSONS LEARNED**







#### **MOVING OUT OF THE LABORATORY**







#### **UBERSECURE**







Apozy Checkup

Privacy vs.
Security: Do you
Know the
Difference?









#### **Uber Secure Platform**

Technology program supported by global network of security champions.



## "Apply" Slide



- Survey your landscape
  - Take stock of your organization (role, location, department)
  - Identify your learning objectives
- Three Months
  - Apply gamification principles to your learning objectives
  - Create structure for champion network
  - Build program "platform" and beta test
- 6 Months
  - Formally launch gamified program
  - Refine and refresh content
  - Hold concurrent events in each office



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