RSAConference2015
San Francisco | April 20-24 | Moscone Center

SESSION ID: CRWD-T09

Be Heard:
Developing Effective Board-Level Communications for the CISO

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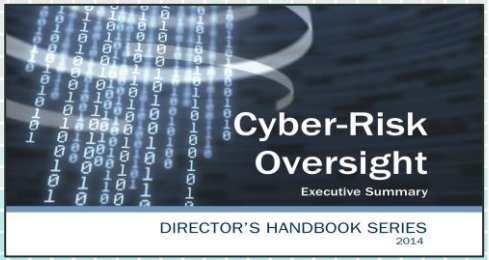
Prepping the Board: Guidance from the NACD….

- Enterprise-wide risk management issue
- Legal implications
- Regular and adequate time on the agenda
- Enterprise-wide cyber-risk management framework
- Specific plans associated with each risk approach



How do we communicate all this in 15 minutes?

We need to effectively communicate

- Everyone communicates……not everyone communicates effectively.
- Like bees and dogs, Board members can smell fear
- Say it – "*That's a great question and I will get back to you*."
- Two simple items for success:
  - Preparation
  - Attitude

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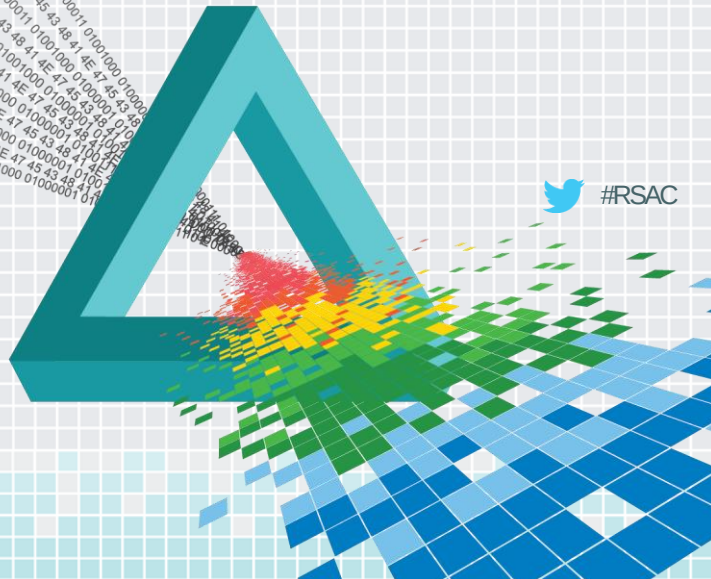
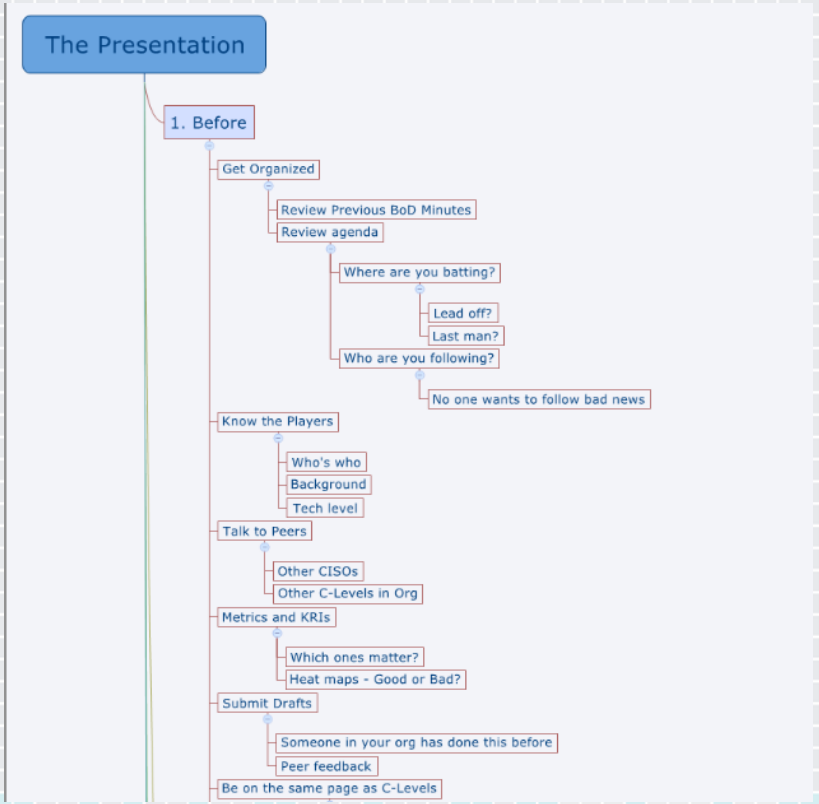
Let's Discuss!



Apply It – Getting Ready

- 90 Days Prior:
  - Identify board members and their backgrounds
  - Determine when you will be speaking
- 60 Days Prior:
  - Talk to peers
  - Define risks in business terms
- 30 – 14 Days Prior:
  - Pull and validate metrics
  - Rehearse!
  - Be confident! “You got this.”
  - (and if you don’t…remember InfoSec is a -4.7% unemployment industry!)

Mind Map – The Presentation (screenshots)



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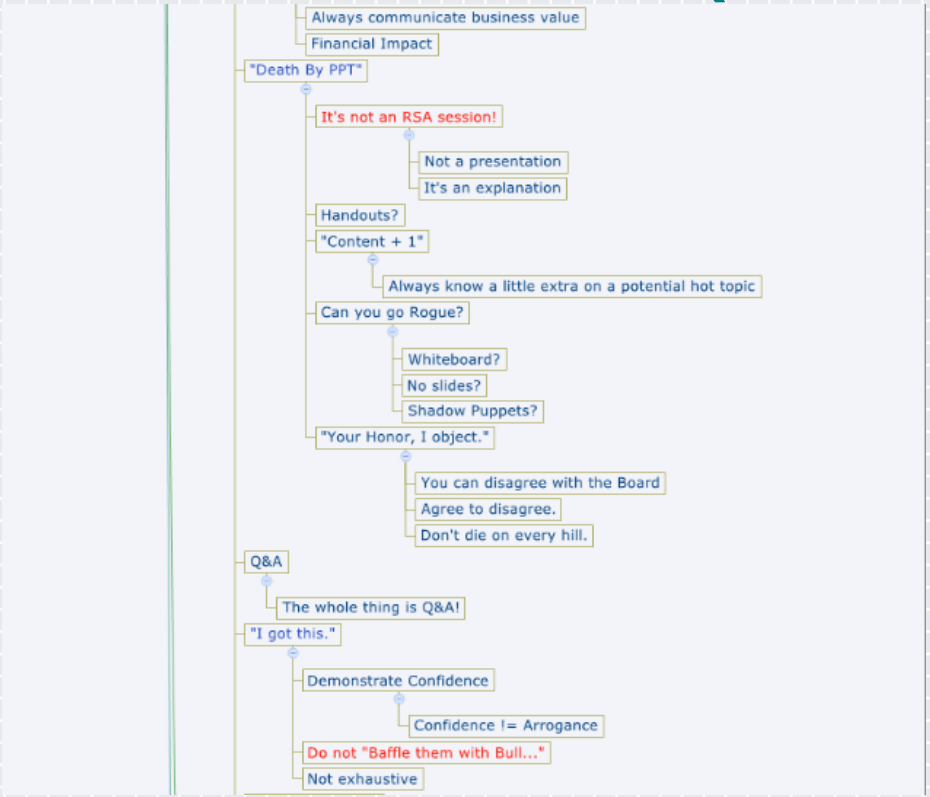
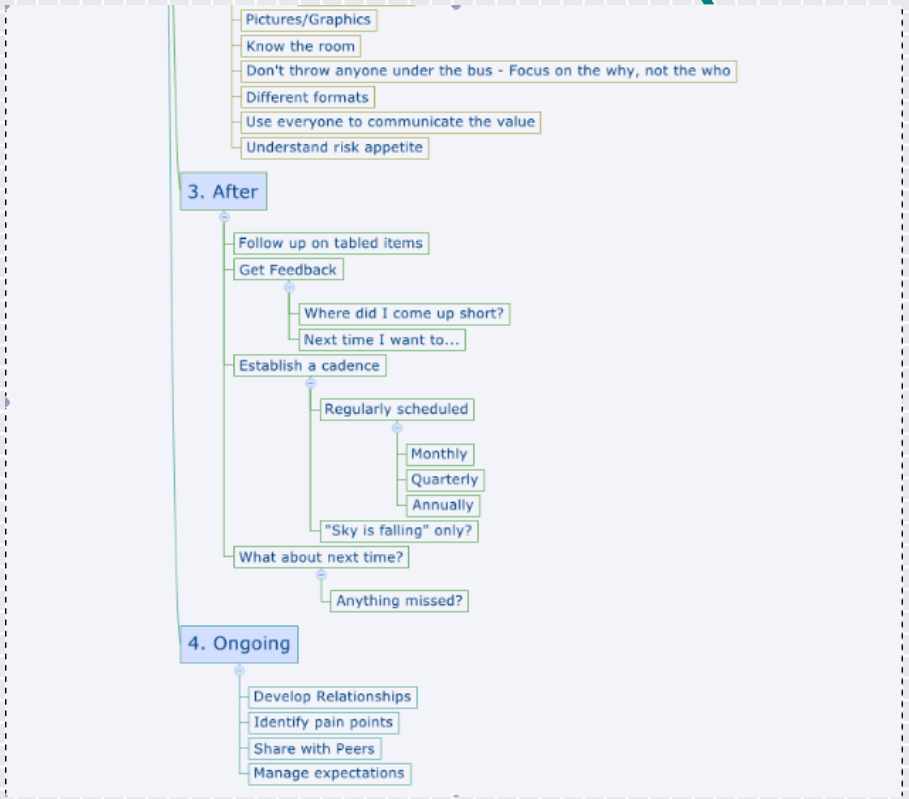
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