Using Storytelling to Be Heard and Remembered



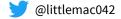




Presenter



Frank McClain
Senior Detection Engineer
RED CANARY



- Detection Engineering training lead within the Red Canary CIRT
- Ran the Security Operations team at a national financial services provider for several years
- Recently got a Mavic Mini drone, and I swear it's been windy ever since...



Introverts, to your corners!

- Uncomfortable with social situations
- Finding evil is easy; humans are difficult
- Our "tribe" is the main notable exception
- How do we share new findings?



What's in a story?

- The importance of storytelling
- Storytelling is found in every culture
- 20th Century focuses on "science" instead
- Scottish historical author Nigel Tranter





SANS DFIR Summit 2017

Take a trip back in time, to bring some stories to light



"Alexa, are you Skynet?"



STORYTELLING TIME

Jessica and Brian

Epic slide deck, of course, and a memorable story from Brian.



Storytelling for the win!

- Very technical talk, highly focused on Amazon Alexa from a hardware & data storage aspect
- Just not that applicable for me, personally
- But ... Brian told a story ...



Standing on a couch





Smart bulb of doom prevention

- A smart bulb, controlled by Alexa, was the perfect fix for impending doom in my home
 - To turn off a lamp, had to stand on the couch, right in front of stairwell





The Forensics of Plagiarism: A Case Study in Cheating

Tim Ball, PhD 22 June 2017

Tim Ball is a professor

Professional slide deck, doesn't "sound" like a story ... but it was!



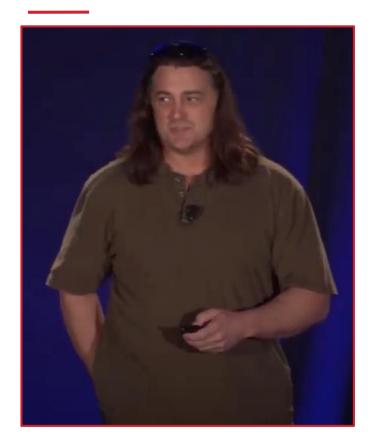
Storytelling for the win!

- This talk was very different than the Alexa one
- It was not very technical in nature
- It was not as animated and "exciting"
- But it still told a memorable story!



"... cheating is fairly widespread."





- Tim told a story about a student who - in a forensics class - used work from a different student in a previous semester, and got caught.
- The student failed the class, denied any wrongdoing, and got parents involved to help fight the grade.



What can YOU do?

Look for ways to use stories

- Convey concepts
- Increase relatability
- Connect with other humans

Relax, and share your experiences

- Research may be incomplete
- Interpretations may be incorrect
- But experiences cannot be either



Reference Links

- Forbes article on storytelling https://www.forbes.com/sites/stevedenning/2012/03/09/the-science-of-storytelling/#53ccf1492d8a
- Nigel Tranter's book on Scottish history https://www.goodreads.com/book/show/1460345.The Story of Scotland
- SANS Summit Archives https://www.sans.org/cyber-security-summit/archives/
- SANS DFIR Summit 2017 recordings https://www.youtube.com/playlist?list=PLfouvuAjspTogxIwg4EtH8xrydTajsZnb



FEEDBACK

Thank you!



