RSA Conference 2015 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....

#RSAC

- 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

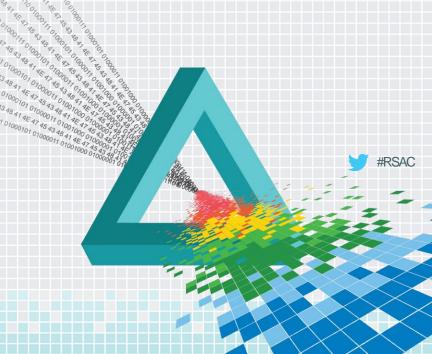




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Let's Discuss!



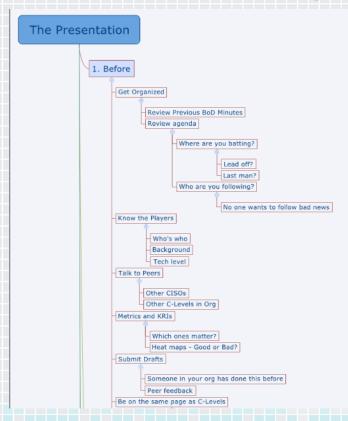
Apply It – Getting Ready

- 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!)

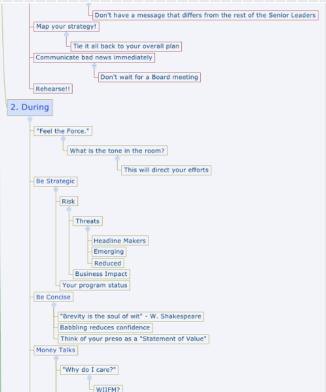














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Financial Impact
"Death By PPT"
          It's not an RSA session!
                       Not a presentation
                       It's an explanation
          Handouts?
          "Content + 1"
                  Always know a little extra on a potential hot topic
          Can you go Rogue?
                     Whiteboard?
                     No slides?
                     Shadow Puppets?
          "Your Honor, I object."
                       You can disagree with the Board
                       Agree to disagree.
                       Don't die on every hill.
Q&A
    The whole thing is Q&A!
"I got this."
        Demonstrate Confidence
                      Confidence != Arrogance
       Do not "Baffle them with Bull..."
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