

Using Storytelling to Be Heard and Remembered



Presenter



Frank McClain

Senior Detection Engineer
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 @littlemac042

- 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

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The Secret History of Cyber War - SANS Digital Forensics and Incident Response Summit 2017

SANS Digital Forensics and Incident Response

HISTORY

2



Amazon Alexa, Are You Skynet? - SANS DIGITAL FORENSICS AND INCIDENT RESPONSE SUMMIT

SANS Digital Forensics and Incident Response

3



The Forensics of Plagiarism: A Case Study in Cheating - SANS DFIR Summit 2017

SANS Digital Forensics and Incident Response

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



STORYTELLING TIME

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!

