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HUMAN ELEMENT

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Talent Exfiltration

An Insider's Guide To The Talent Attack Lifecycle



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What You Will Learn

- By nature, talent is vulnerable because they are humans and emotions make humans vulnerable
- Managers are responsible
- How to avoid unnecessary talent exfiltration

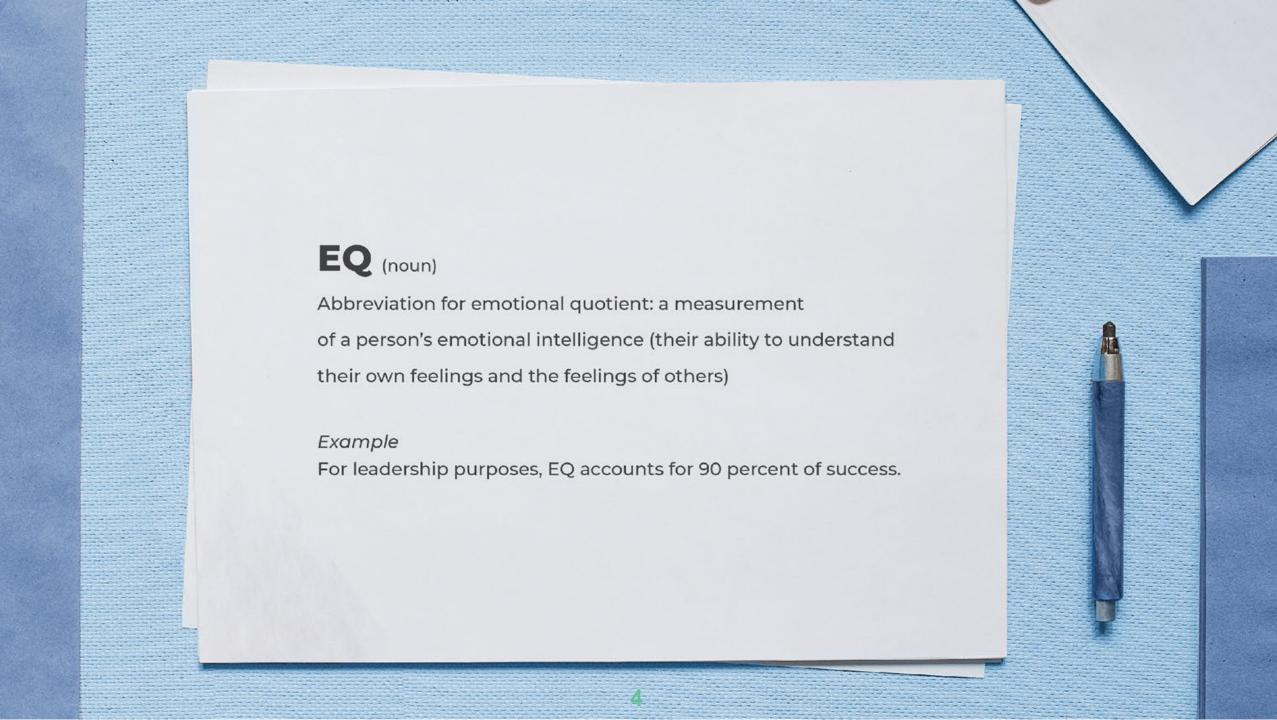


People Leave People

- If you truly want to retain talent, then ALL managers must have high emotional intelligence
 - Tech Leavers Study, Kapor
 Center

62% of all employees would have stayed if their company had taken steps to create a more positive and respectful work environment





In 2016/2017 Google studied their top performing teams...

- The best teams at Google exhibit a range of soft skills: equality, generosity, curiosity toward the ideas of their teammates, empathy, and emotional intelligence.
- And topping the list: emotional safety. No bullying. To succeed, each and every team member must feel confident speaking up and making mistakes. They must know they are being heard.



So, what specifically makes cyber talent vulnerable?

Why Do People Leave Cyber Jobs?

1/3

Lack of growth and opportunity

1/3

Company doesn't take security seriously

1/3

Disrespectful work environment



of cybersecurity professionals
believe that a cybersecurity career
can be taxing on the balance
between one's personal and
professional life



of employed cybersecurity
professionals were open to a
change despite having no plans to
begin a job search in 2018

How do great recruiters work?

A Skilled Recruiter Does Homework! Recon!



- The News (GE Pension Freeze)
- Announced layoffs
- Missed revenue targets
- Mergers & Acquisitions
- Leaders moving/changing jobs
- Any change or turmoil



A Skilled Recruiter Listens To The Market

- Disgruntled teammates
- Rumors
- Salespeople are our friends...we share information
- Knowledge of who pays for training and who doesn't





- How long with the same title?
- How long at the same company without a promotion?
- Is there an unusual amount of turnover?
- What/Who are they Liking or Sharing?
- Leadership Turnover—New Sheriff in Town



Recon is done: time to talk to professionals Once a great recruiter has a professional to speak with, every word is planned carefully. They are prepared to speak about the jobs they are filling as "hot jobs."



Great recruiters to only work "Hot" jobs. "Hot" means offering:













BONUS & STOCK OPTIONS



MORE MONEY

Use words like=





How to prevent talent exfiltration

Talent retention hygiene



Summary

 People leave people, be in tune with your staff. Understanding how they are feeling, thinking and perceiving is a managers job. Having empathy and being kind matters greatly.



Apply what you have learned:

Next week you should:

- Get in tune with how your staff feels, thinks and perceives their current role and career progression.
- Listen with EQ. Be understanding. Ask questions. You are responsible for the success of your staff and their lack of success. Confrontation is love \bigcirc

In the first three months following this presentation you should:

- Find solutions.
- Get creative.
- Be honest about career growth possibilities or lack of them.

Within six months you should:

 Plan accordingly based on what you have learned and the solutions you have applied to your talent plan. No need to ever be caught off guard.

