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## NO ONE WANTS TO WORK ON YOUR INFO SECURITY TEAM...HOW TO FIX IT!

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Just the Facts....



1,500,000 to 2,000,000

# Projected Unfilled Cyber Security Openings by 2019

(Not sure this is really accurate, but it makes a great headline!)





# Economics 101: Supply vs. Demand



People = Ultimate Variable



## What Do Cyber Security Pros Look For In Their Employers?





# Why Cyber Security Pros Choose Their Employers

- Opportunity
- Role / Responsibility
- Quality of Company
- Commitment to Information Security / Resources
- Quality of Life / Flexibility
- Compensation
- Interesting Problems to Solve
- Culture
- Many Other Reasons.....



# Recruiting is Binary

(You Either Win or Lose)



# Know How You Win

(Not Enough to be Good, You Need to Be Better)





# Become The Recruitment Champion

(It Takes Work To Become A Champion)



# Define Your Brand

(Remember How You Win!)





# Take An Inventory of Your Resources



# Mobilize and Motivate Them





Now Its Time For Action....



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Ask Yourself:  
What Would You Want Out of an Interview Process  
If You Were The Candidate





Your Candidate Is No Different Than You



# Identify Your Ideal Audience

## Know Who You Want To Speak To





Write Job Descriptions That Speak To Them....  
(No one likes a laundry list)



# First Interview: Get Out Your Paint Brush Its Your Canvas....





# Keep The Train Moving : Momentum is Your Friend



# Life's An Open Book Exam

## Let Your Candidate Know What to Expect





Second Interview:  
Give Them a Dress Rehearsal  
Showcase Your Strengths  
Show Off Your “Brand”



# Make A Quick Decision



Don't Guess!  
Make Strong Acceptable Offers





Follow Through:  
It Is Not Done Until They Show Up For Work



# Don't Keep It A Secret

# “Apply” Slide



- Assess Your Current Recruitment Process
  - What Works And What Does Not
  - Job Descriptions and Interview Processes
- Determine Your Brand and How You Win
  - Why People Come To Work at Your Company
- Define The Resources You Have at Your Disposal
- Become The Recruitment Champion





Thank You

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