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BETTER.

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The Rise of the Cyber Security Culture Hacker

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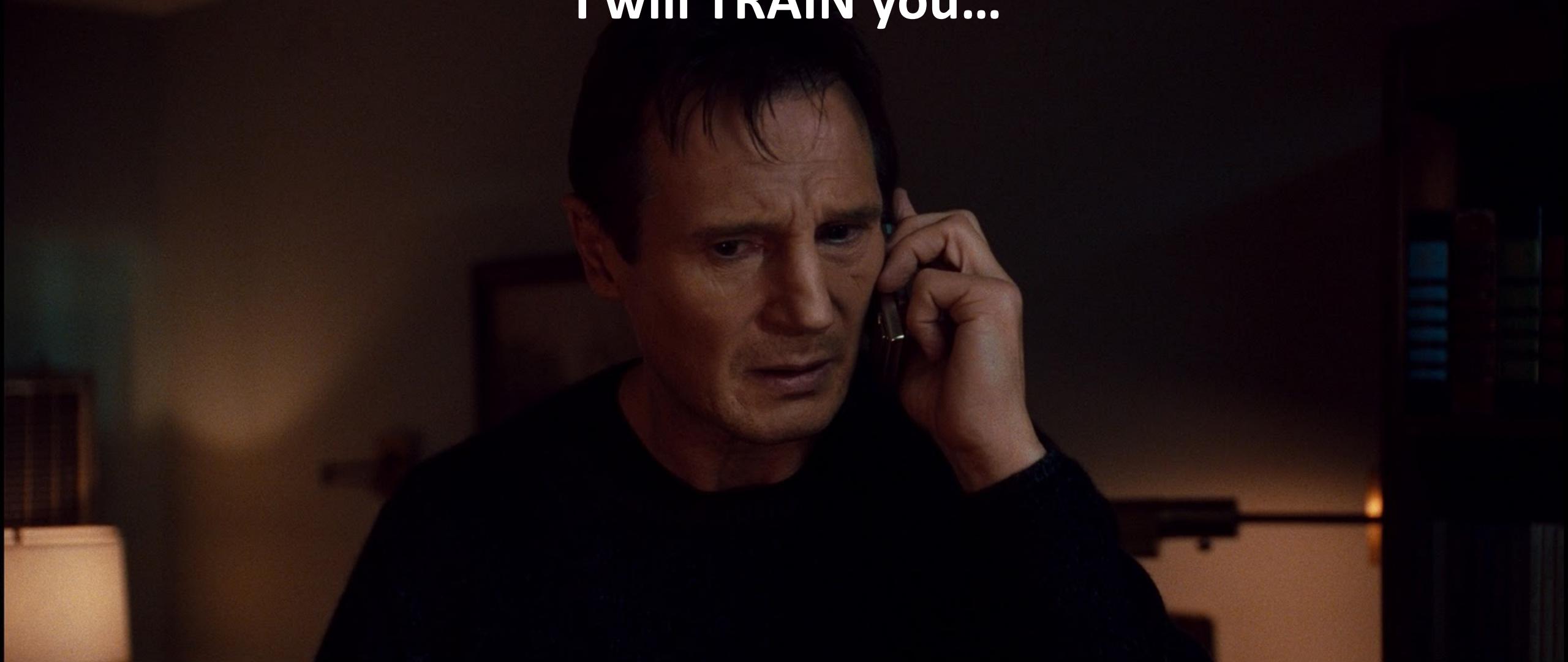
#RSAC



I engage people.

I will look for you, I will find you

I will TRAIN you...

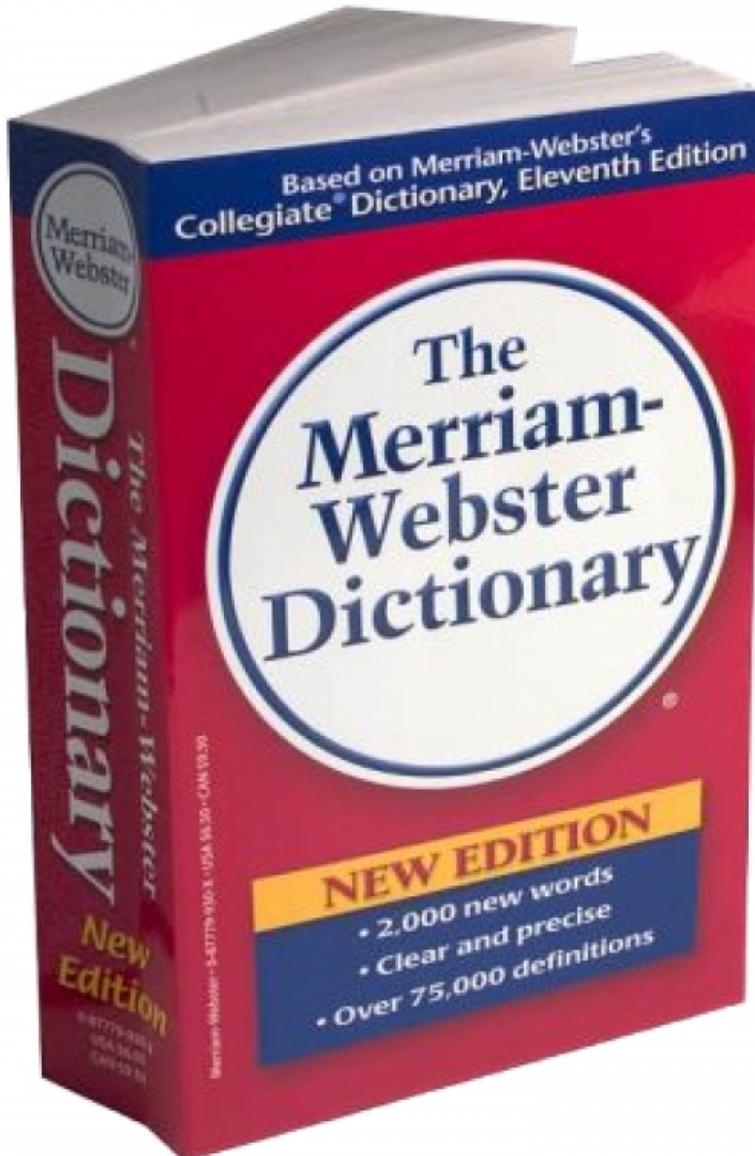




people.



What is a Cyber “Culture Hacker”?



What is a hack?

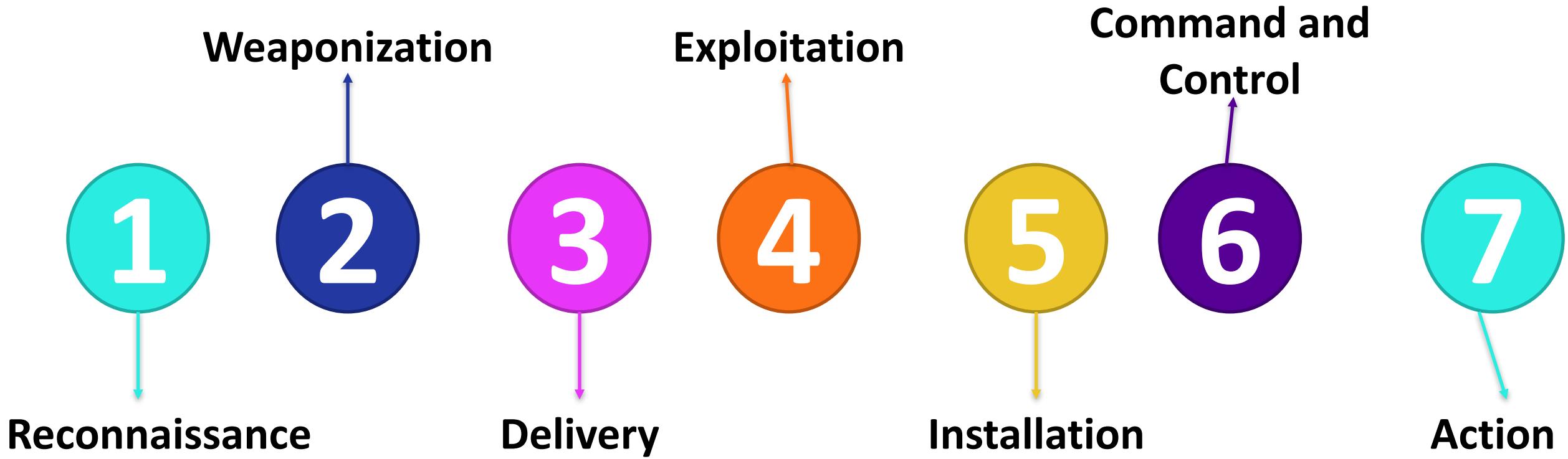
A clever tip or technique for doing or improving something.

What is culture?

The system of attitudes, values, goals, and practices people follow.

A person who applies clever and creative techniques to transform peoples system of **attitudes, values, goals, and practices** when it comes to cyber security.

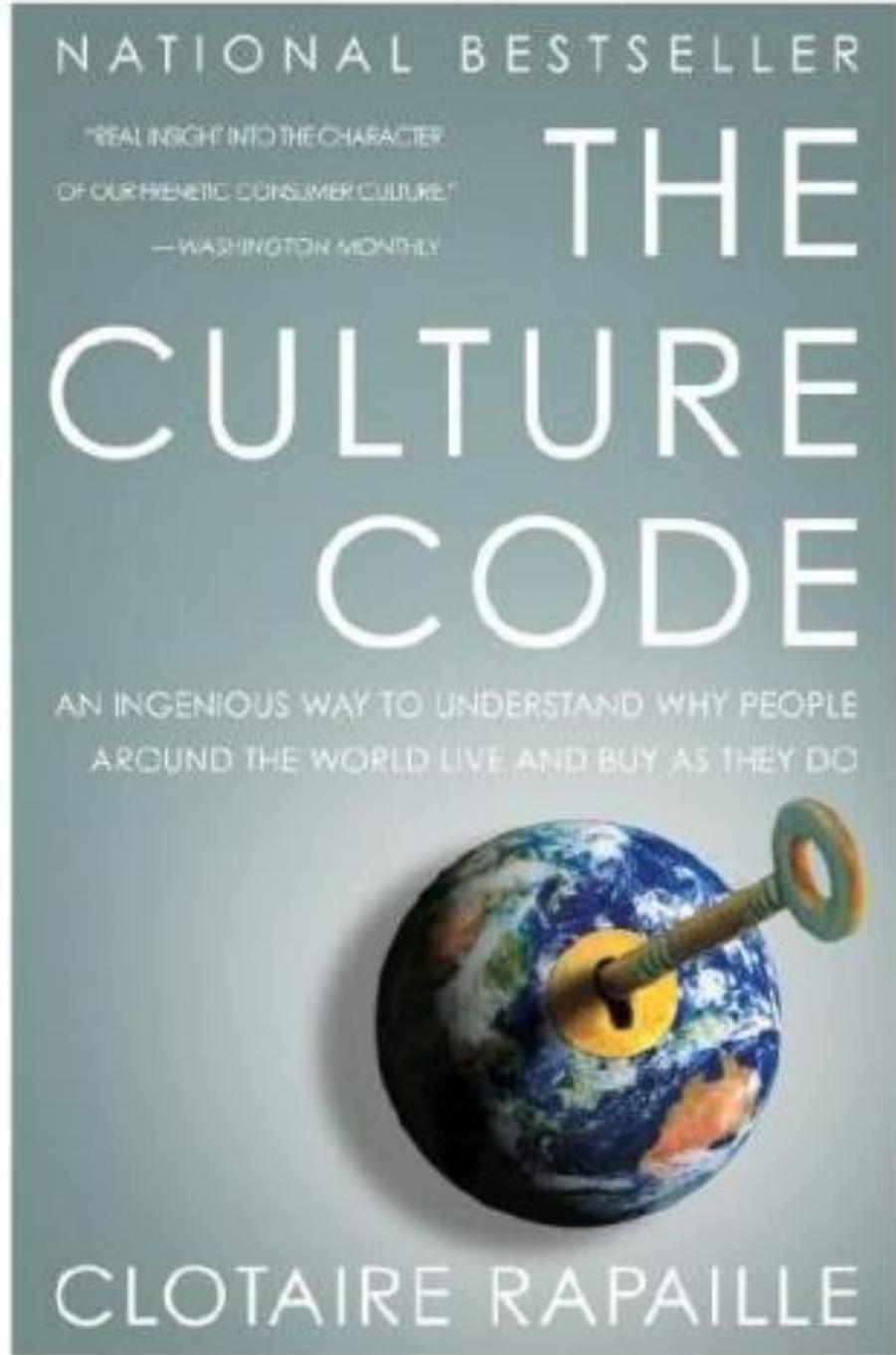
Hacking culture is a lot like hacking systems.



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Reconnaissance

Understand your target and how they operate.



What is the culture code
for cyber security?

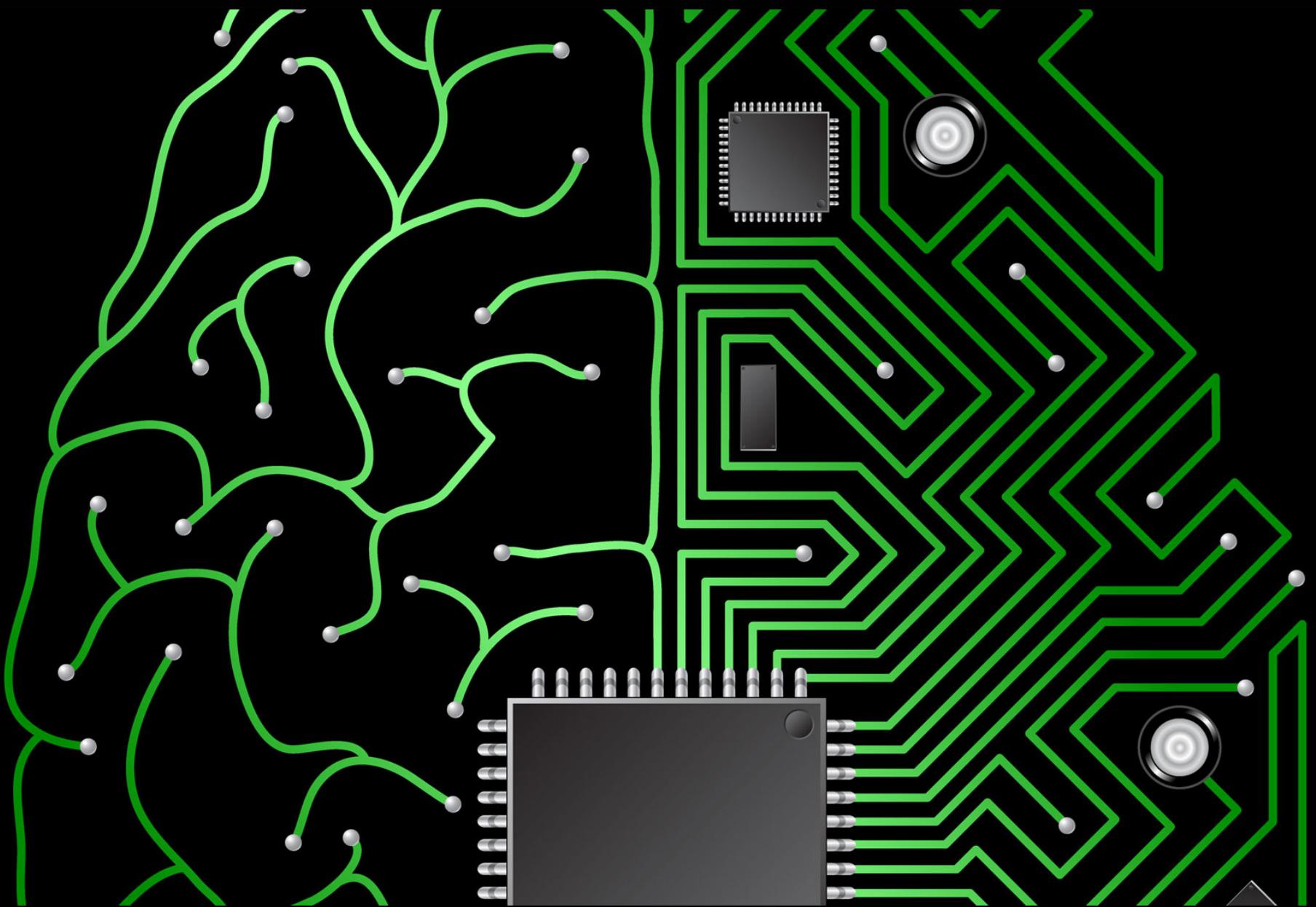
The culture code for cyber security is...

FEAR!





Our brains control how we react to fear.



Productive reaction to fear.

F Face It.

E Explore it.

A Appreciate it.

R Respond to it.

In reality, we are lid flippers.

F Face It.

~~E~~ Explore it.

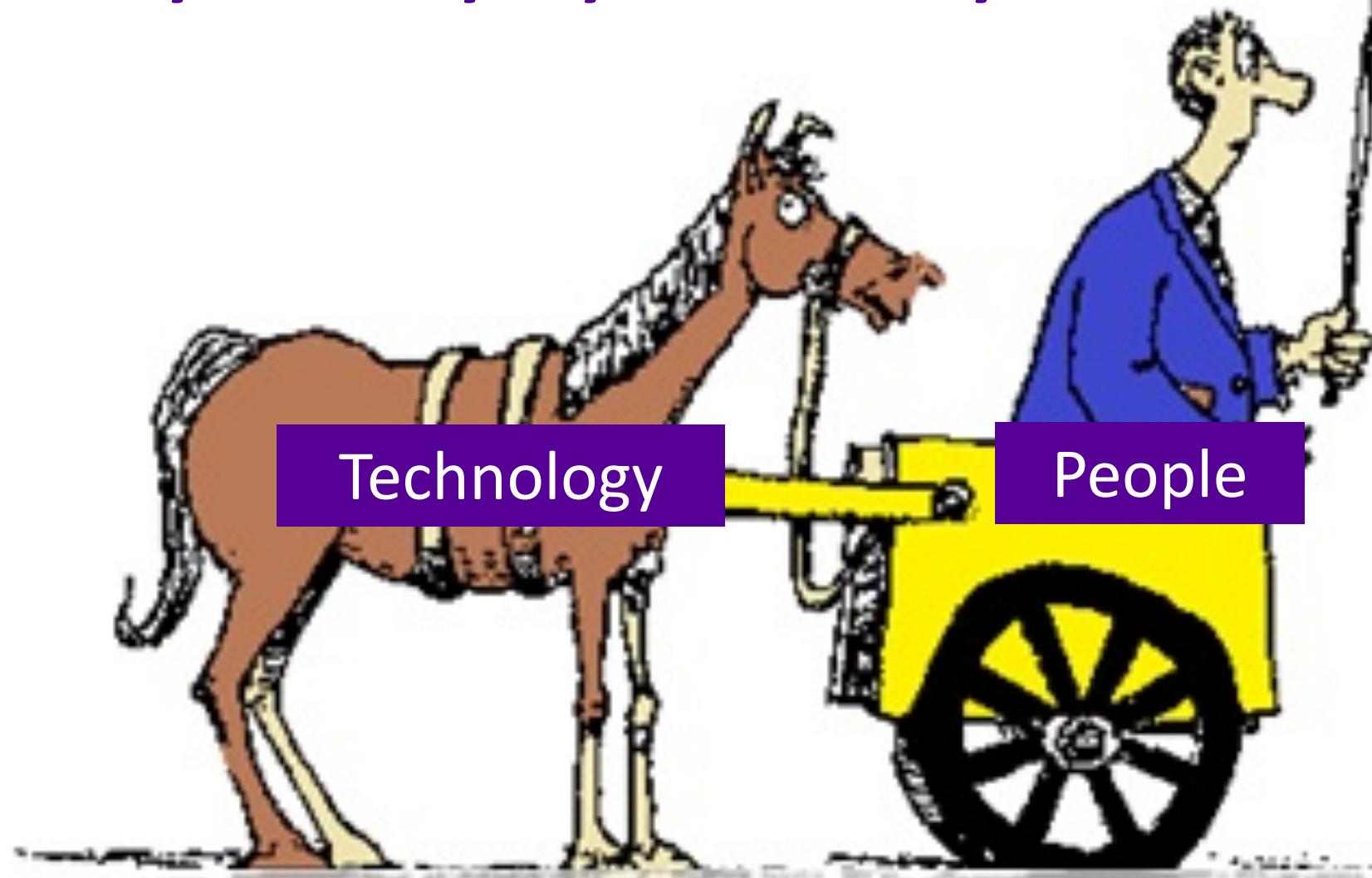
~~A~~ Appreciate it.

R Respond to it.



with Technology!

The reality of todays cyber security culture.



Technology should not be guiding your people, your people should be guiding your technology decisions.

The obvious secret.

Attackers know we operate this way,
which is why they target people first.

With all attacks there is an end goal...

Malicious
hackers
steal
data.



Cyber
culture
hackers
steal
fear.

Weaponization

Leverage discovered vulnerabilities to craft attack methods.

What weapons do we need?

Strategy

Brand

People

Technology

Processes

Weapon 1: Build a strong brand.

Your brand is a promise.



Protect
Our Airline

Relatable, Realistic, and Relevant

Weapon 2: Empower people to live your cyber brand.



Find a way to demystify cybersecurity and create understanding for everyday users.



✓ Joint cyber security mission



✓ Threats are real, not theory



✓ Understand your role



✓ We are here to help!

Find creative ways to build a strong and diverse cyber security talent pipeline.



- ✓ Internship and rotation programs
- ✓ Entry level jobs & transferable skills
- ✓ HR awareness
- ✓ Non-profit partnerships
- ✓ Scholarships
- ✓ Mentoring
- ✓ Next gen awareness events
- ✓ Barrier to entry analysis

Attracting cyber talent is only half the battle.



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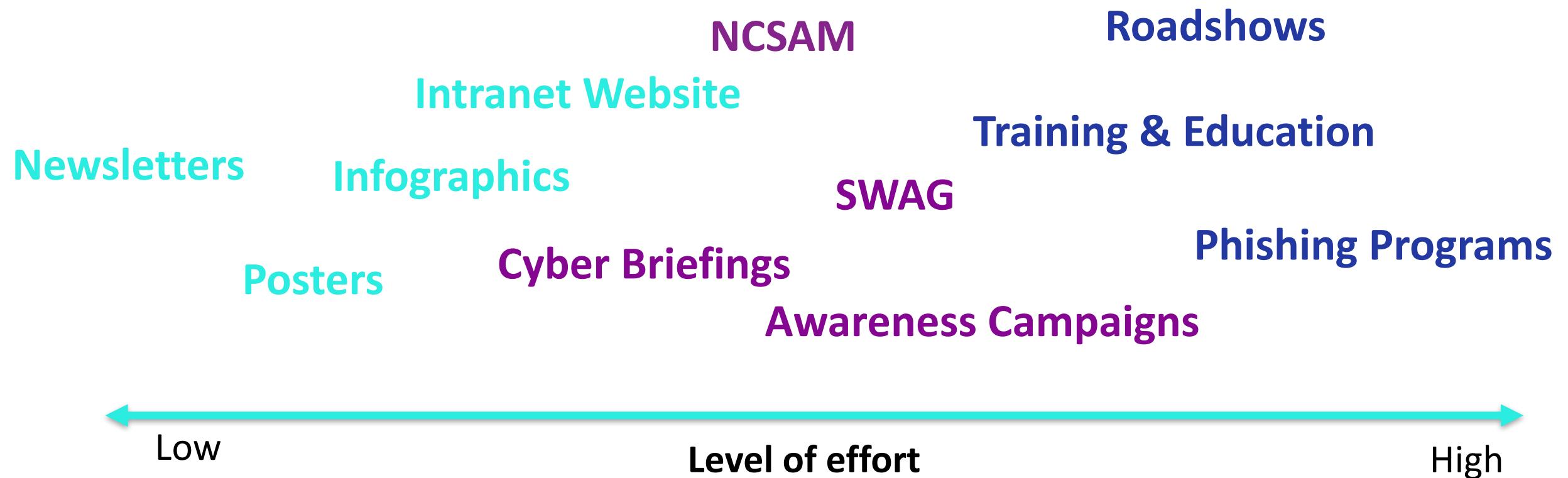
Engagement!

Delivery and Exploration

Get your weapons to your target and engage them!

Deliver your weapons and use them to engage people.

Identify available channels you can use to deliver and engage people in your brand

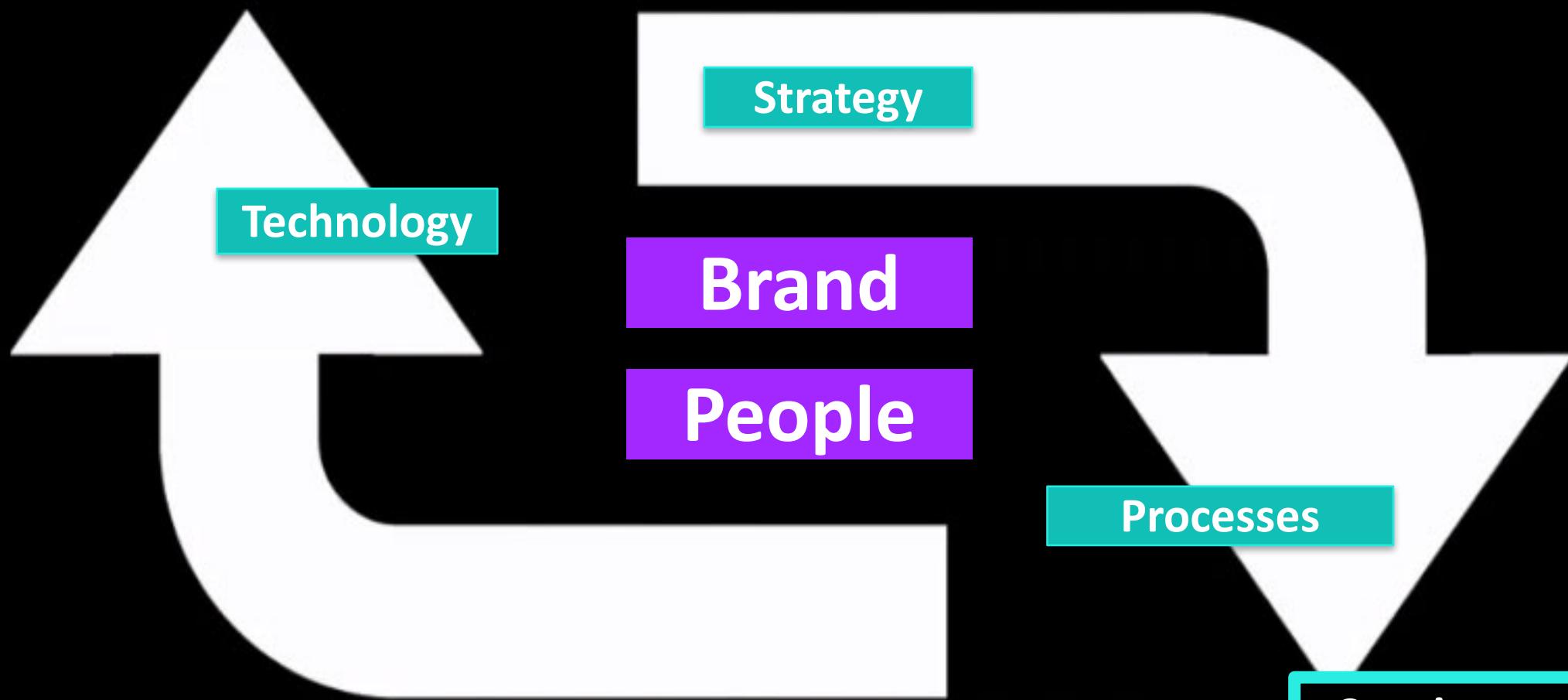


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Installation

Embed your weapons on the target.

Embed cybersecurity into your DNA.



Consistency is key.

Consistency Toolkit:

- Demystification framework
- Delivery channels

Command and Control

Access channels for remote control of targets.



Enable people (ambassadors) to do the right thing, even when you aren't there.

Action on objectives

Achieve the objective of the attack.

Final mission to steal fear.

Reward people for doing the right thing, especially when you aren't there. It reinforces everything.

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Next steps

Start or continue hacking your own cyber security culture!

Take action!

This is your playbook for reducing fear through culture hacking.



1

Reconnaissance

2

Weaponize

3

Deliver

4

Engage

5

Installation

6

Command and control

7

Action

- What's your current cyber culture?
- Who are key players?
- What vulnerabilities exist in relation to people?

- What's your brand? Is it Relevant, Realistic, and Relatable?
- Use the demystifying framework to create a story relevant to your company.
- Get creative with attracting and engaging cyber talent.

- What existing channels can you use to get your brand and message out?

- How can you make what you're delivering fun?
- Get creative in how you leverage each channel to inspire people to think differently, take action, and more.

- Embed cyber security into the DNA of the organization and environment through consistency.
- How can you remind people on an ongoing basis?

- How can you empower people to engage even when your security team isn't around?
- Who are the hidden supporters you can count on to advocate?

- You came to steal fear and if you made it to this point, you probably already have. Find creative ways to reward people and measure your progress.

Cyber culture hacking doesn't just apply to companies.

The Pro Bono
Cyber Project

[www.christineizuakor.com/
probonocyber](http://www.christineizuakor.com/probonocyber)

Be the change you want to see in the industry!

Thank you for joining me!



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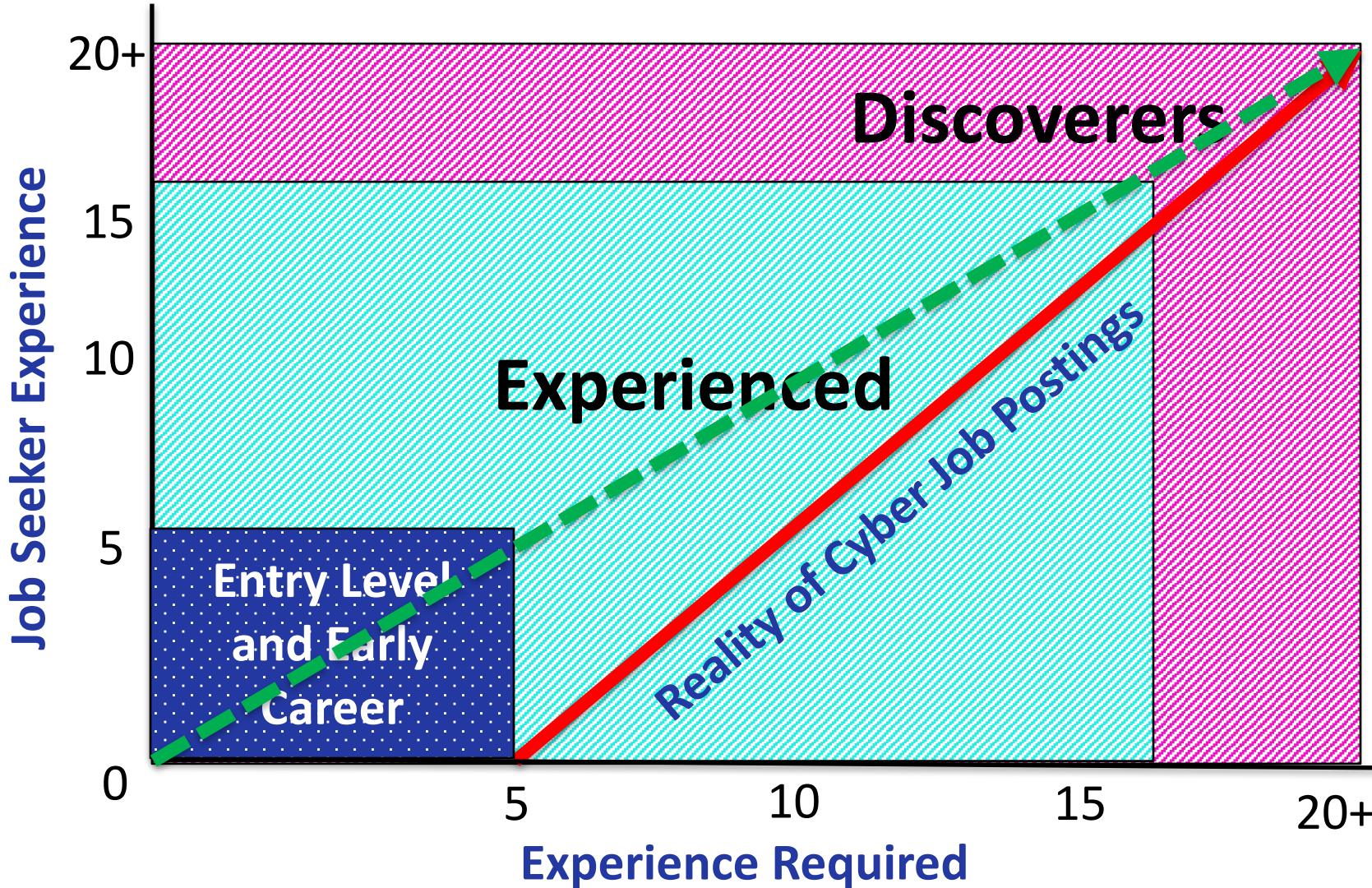


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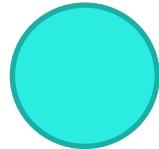
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Appendix

To get a job you need experience, to get experience you need a job.

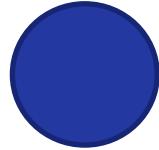


Demystification Framework – Applied Example



Mission

Culture hackers aim to steal fear.



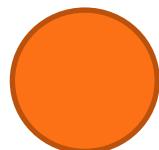
Threats are real, not theory.

Social engineering, talent shortage, breaches, etc.



Understand your role.

Your role is to lead by example and build cyber culture hackers within your teams and companies, whether formally or informally.



We're here to help!

I am here to help with questions. There are also other resources from SANS and vendors that can help.