

Constructing an Org Chart



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Overview



Position identification

Transactions

Affiliates



Org Chart

A visual representation of how an organization's employees and/or roles relate to one another



It Takes a Team

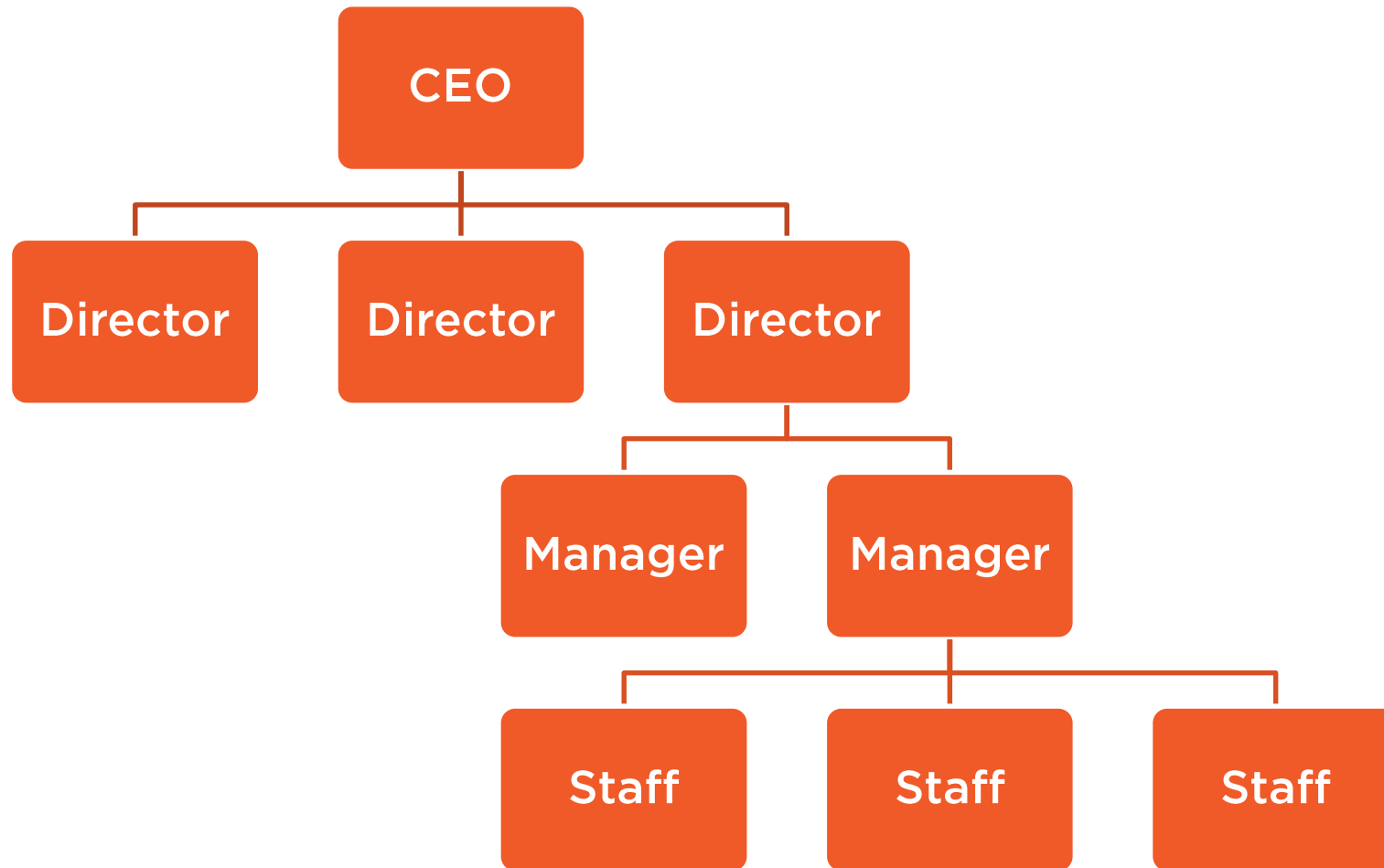
Leadership

Management

Staff



Sample Org Chart



Position Identification (L1)



Two Key Groups

Board Members
Executives
Communications

Externally Focused

Department Heads
Executive Admins
IT

Internally Focused



Traditional Reporting Structure

President / Chief Executive Officer

Other Company Officers

Vice Presidents

Directors

Associate Directors / Senior Managers

Managers / Team Leads

Senior Staffers

Mid-Level Staffers

Entry-Level Staffers



Departments

Line of Business

- Market Vertical

Shared Services

- Human Resources
- Finance
- Information Technology

Internal or Outsourced?





LinkedIn

- <https://www.linkedin.com/>

Search > People Who Work At...

Advanced > Title



CogMap

- <http://www.cogmap.com/>

Crowdsourced

Companies or people

Process



Company
Website

Step 1:
Start with valid data



CogMap

Step 2:
**Cross-reference with
existing chart(s)**



LinkedIn

Step 3:
**Expand based on
LinkedIn searches**



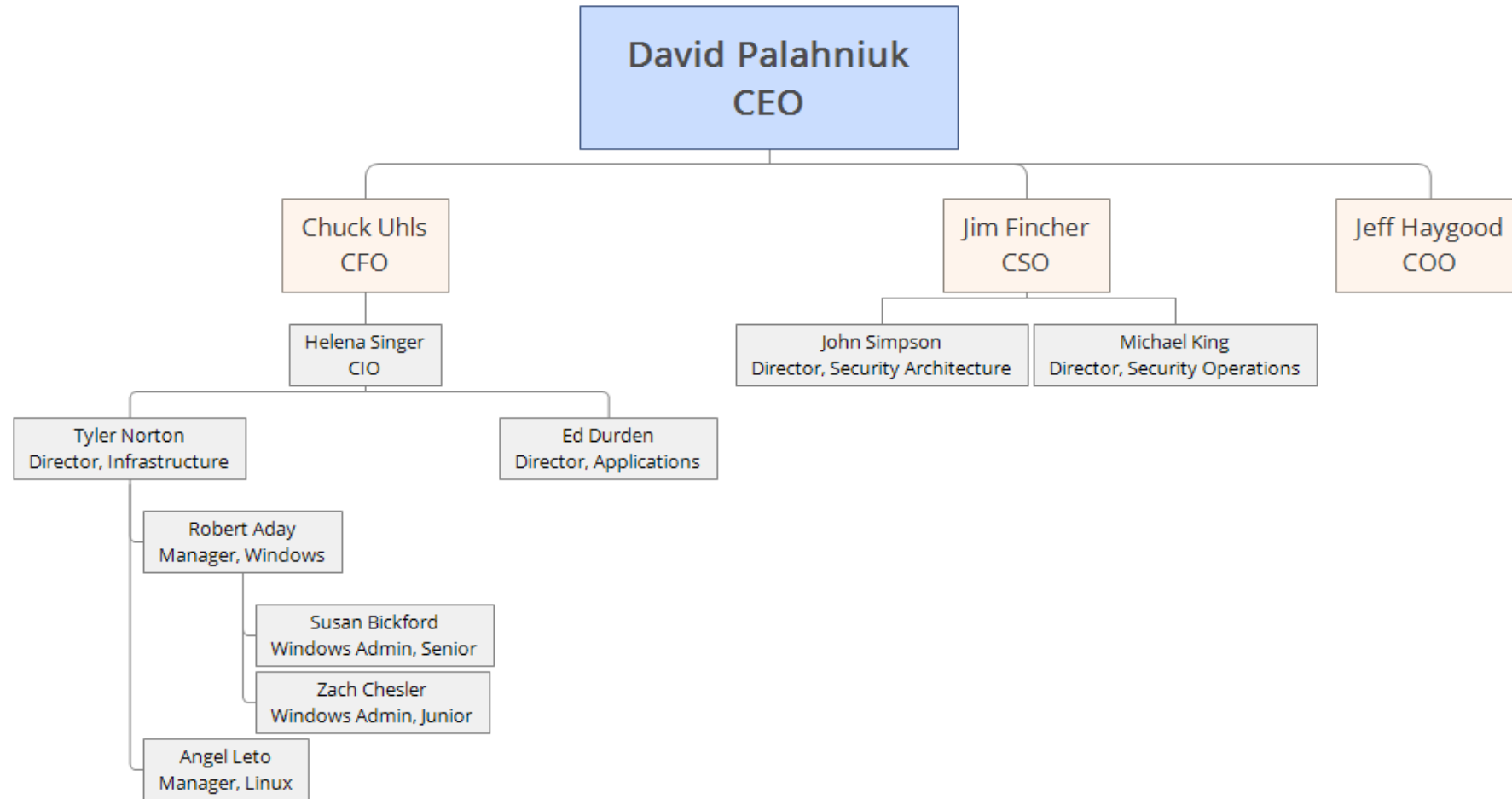
Mind Map

XMind

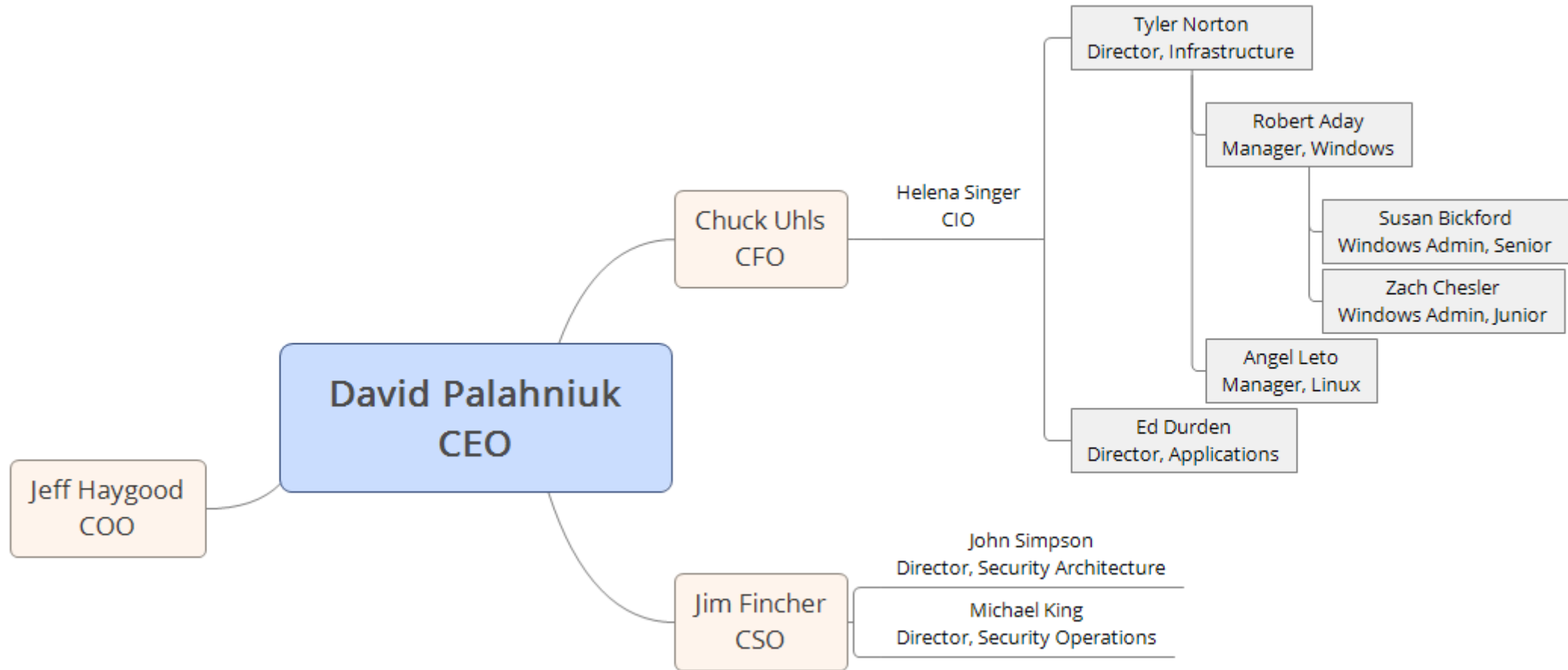
FreeMind



Mind Map - Org Chart



Mind Map - Free Form





Pastebin

- <http://pastebin.com/>

Search > *@domain.com*

Potentially compromised accounts

Transactions (L1)



Organizations are fluid



Mapping Org Changes

Promotions

Lateral movements



```
site:bizjournals.com inurl:potm "company_name"
```

```
site:linkedin.com "company_name" "present (1 month)"
```

Search Engine Queries

Usage: Track employee movement from one organization to another



Useful LinkedIn Searches

People Who Work
at...

People Who Used
to Work at...

Advanced > Title



`"company_name" accepted position`

`"company_name" "new job"`

`"company_name" "hired"`

`"company_name" "resigned"`

Search Engine Queries

Usage: Track employee changes at an organization



Affiliates (L1)



Affiliation Example

Insurance

Property/Casualty

Financial
Services

Agency 1

Agency 2

Agency 3



How many org charts
do I really need?



Demo



Bug bounty program: Uber

- <https://hackeron.com/uber>



Summary



Construct an Org Chart

Identify Active Employees

Track Changes

Affiliates



On to the next module:
Gathering Electronic OSINT

