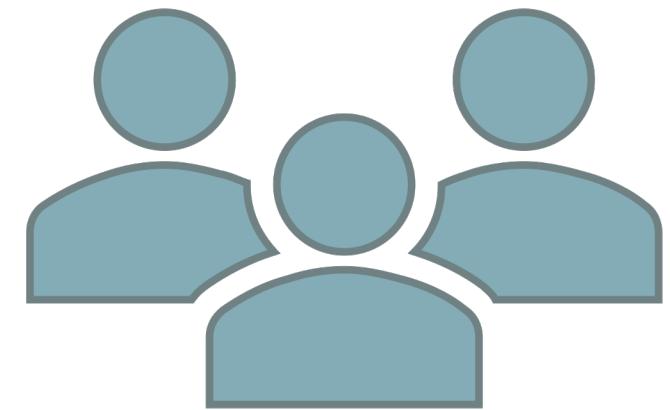


Cyber Ambassadors

**Creating and maintaining a virtual
cyber security ambassador program**

Nandita Bery
Equinix
Director, Security Training and Development



“An ambassador program is not complicated, but does require some time and effort to be effective. When it becomes effective, and prevents cyber-attacks, it can save organizations hundreds of thousands of dollars.”

Theo Zafirakos
CISO, Terrnova Security



The Basics



Executive
Buy-In



1 Year Plan



Incentive



Collaboration



Metrics





EXECUTIVE BUY-IN

- Ensure you have support
- Align goals with executive mission
- Set expectations on results
- Potential for budget





PLAN

- Squad
- Monthly call
- Interesting topics
- Guest speakers
- Ambassador Spotlight
- What's in a Name



“ Having experts from other departments helps expand the view. It also makes other teams feel invested when it comes to security.

Lena Smart
CISO, MongoDB





INCENTIVES

- Curated topics
- Privilege
- Training/Certifications
- Swag
- Glory, visibility
- Networking, Resume-building
- Levels





COLLABORATE

- Path for announcements
- Channels to chat and ask
- Channel to encourage activity
- Update on hosted events/games
- Portal to share content, games, infographics
- Presentation toolkits

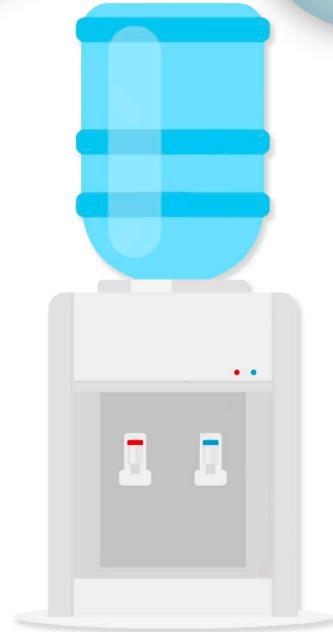




METRICS

- Targeted behaviors
- Expected outcomes
- InfoSec reports
- Success improves budget





You never miss
a conversation

You can join a
group chat at
any time.

It works for
all time
zones.

Group chats
can be setup
regionally.

You can host
multiple
chats.

“Coming together is a beginning.
Keeping together is progress.
Working together is success.

Henry Ford
Founder, Ford Motor Company

