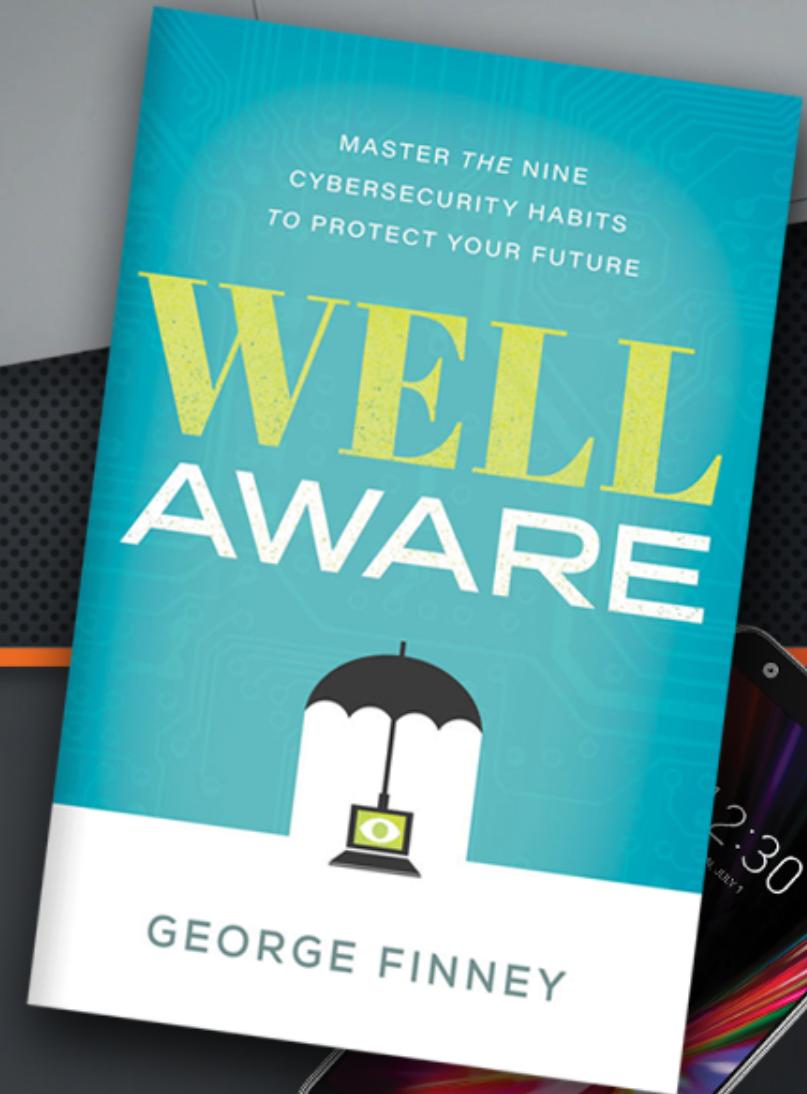
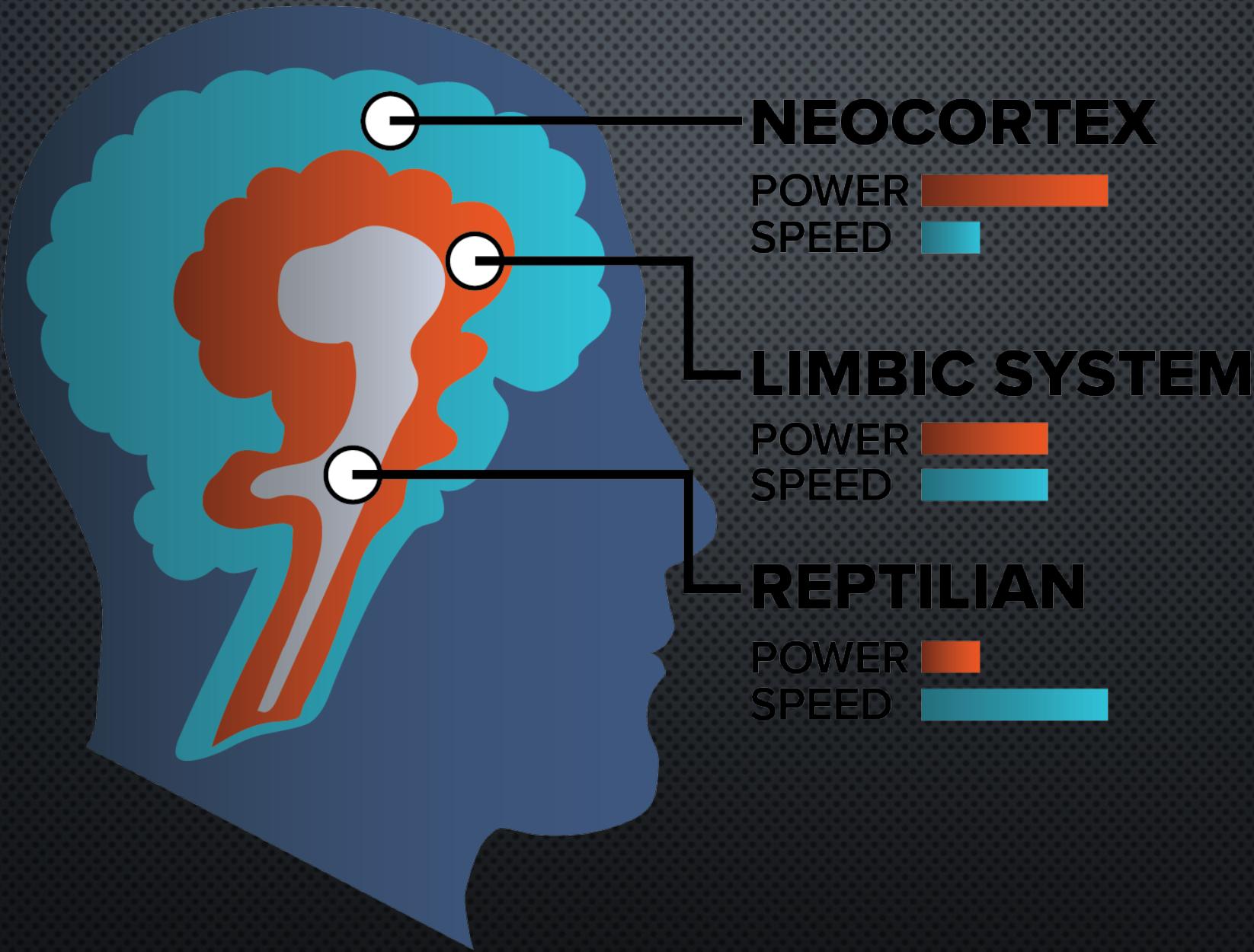


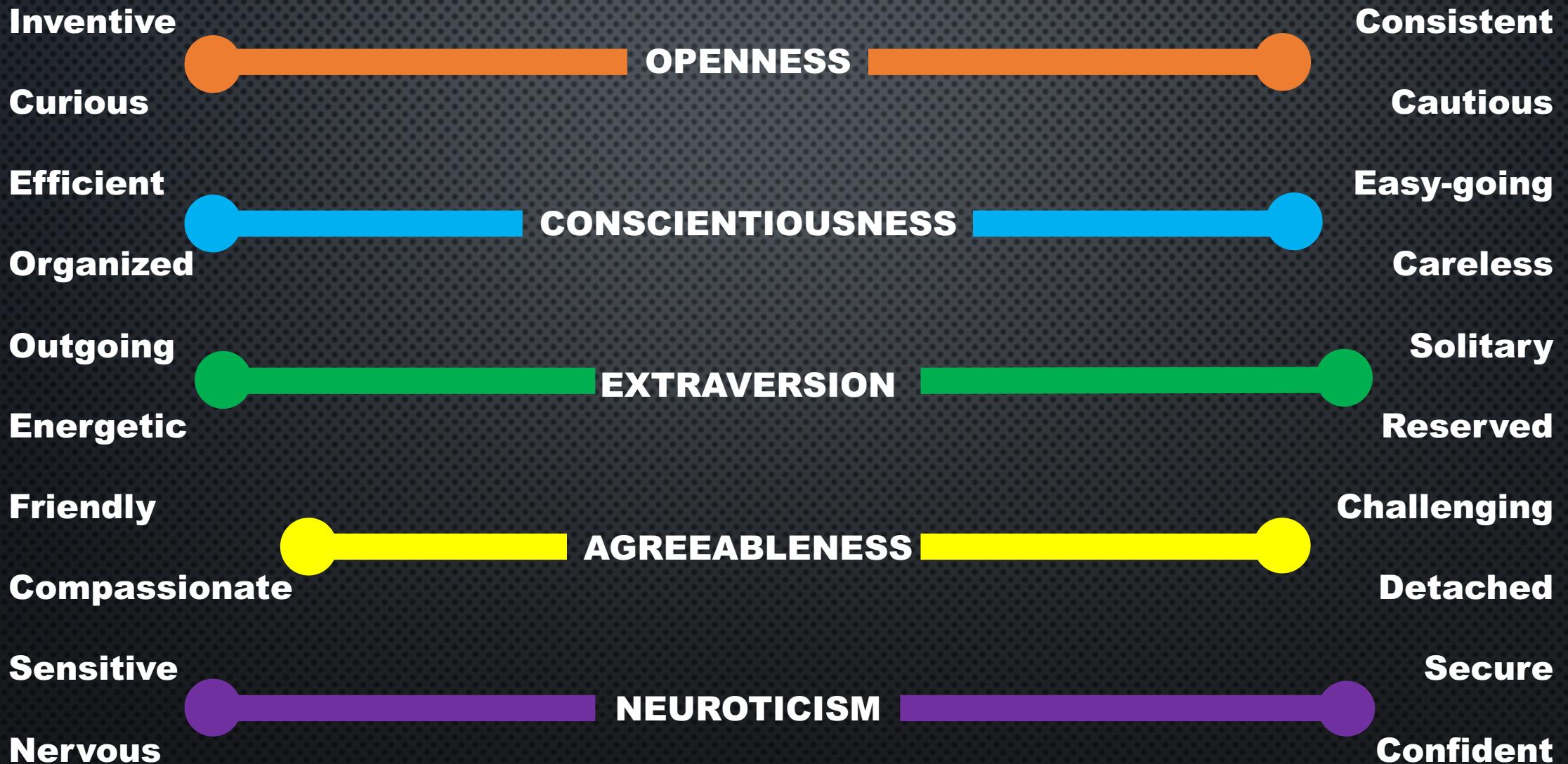
Making Security Personal With Personas

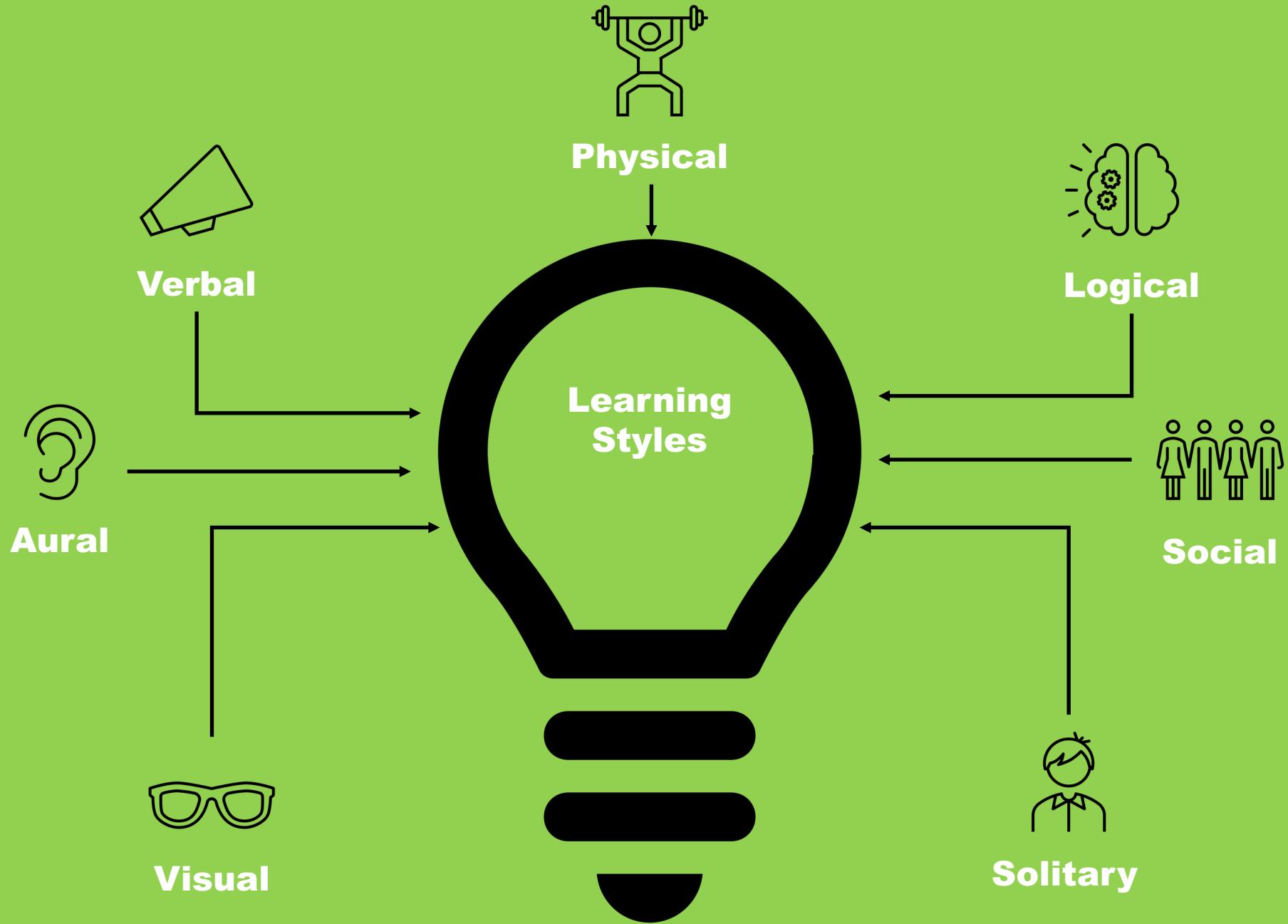
George Finney
Chief Security Officer
Southern Methodist University



**“Everything is personal...if
you’re a person.”**







SENIOR MANAGEMENT + PARENTS

Name: Department Head Don

Personality:

- Work hard / play hard
- Ambitious
- Responsible

Motivations:

- Focused on success and efficiency in business
- Relating to others, and being relatable for others (jargon knowledge)
- Keeping up with kids' culture / technology

Pain Points / Needs:

- Worried about tech / security / compliance as obstacle – wants to understand the reasons it impacts workflow
- Dip toe in water – grow personally/professionally and overcome compliance obstacles.
- Trying to avoid whack-a-mole approach to technology / security (Every new gadget opens up a world of new problems to solve)
- Non-digital native who is a bit intimidated by technology / just wanting it to work. Shallow understanding of the process

Demographics: 52 year-old Male, Married + kids

Location: Chicago

Online / Social Media Habits:

- LinkedIn for business
- Twitter for business + personal

Education: MBA

Socioeconomic status:

Upper Middle Class

Hobbies:

- Sports
- Plays video games with kids

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INTJ

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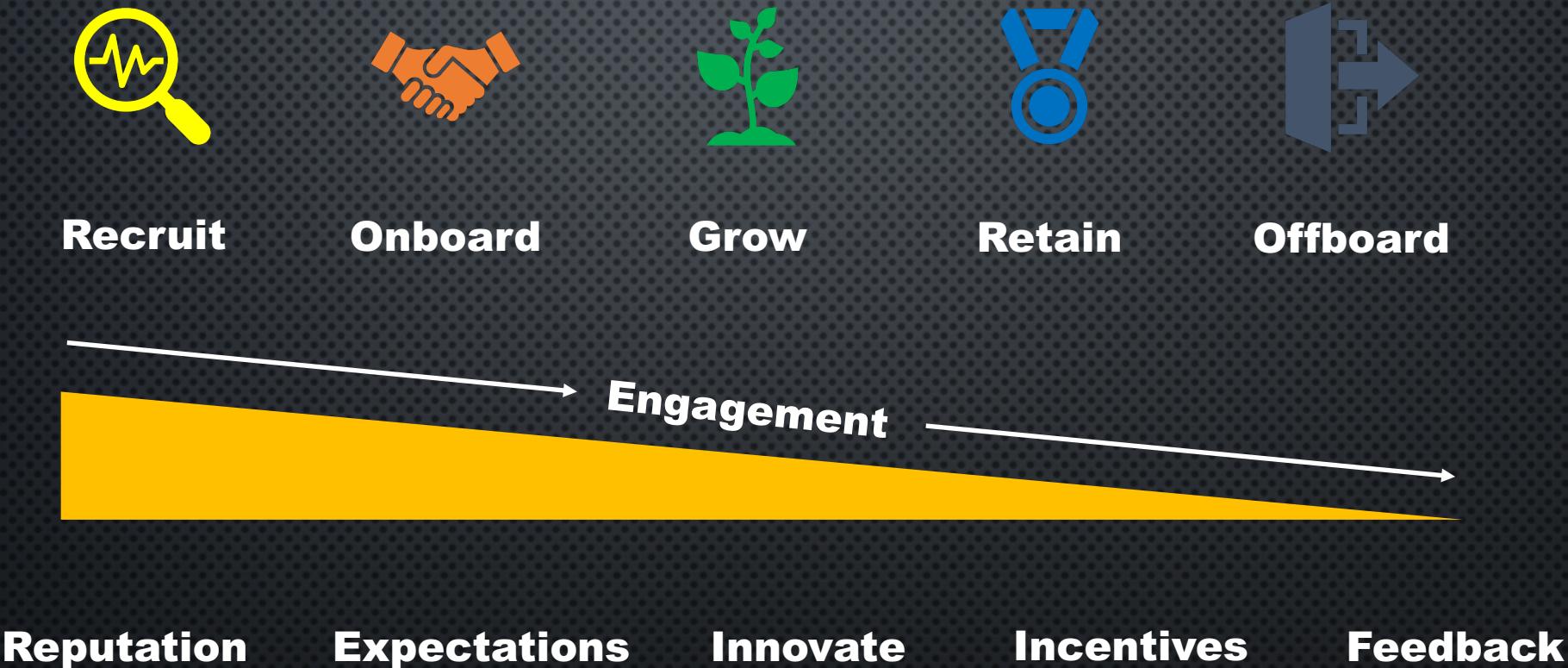
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Employee Life Cycle



HUMAN RESOURCE MANAGERS

Name: Sally

Personality:

- People person
- Outgoing & friendly

Motivations:

- Personally invested in company success – wants to proactively learn and develop to stay ahead of curve on all aspects of business / people
- Networking to bring value to their connections + appear knowledgeable about variety of topics

Pain Points / Needs:

- Understands the importance of cybersecurity and potential vulnerability / what's at stake.
- Looking for non-technical ways to contribute to company safety / avoid issues without time or resources for a specialist

Demographics: Mid-40s Woman,
Married with kids

Location: Texas (Dallas?)

Online / Social Media Habits:

- LinkedIn for work related
- Facebook for personal

Education: Bachelor's degree (or
Master's)

Socioeconomic status:
Upper middle class

Hobbies:

- Distance running
- Reading

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Jailbroken Android
Tableau Power User

Demographics: Mid-40s Woman,
Married with kids

Location: Texas (Dallas?)

Online / Social Media Habits:

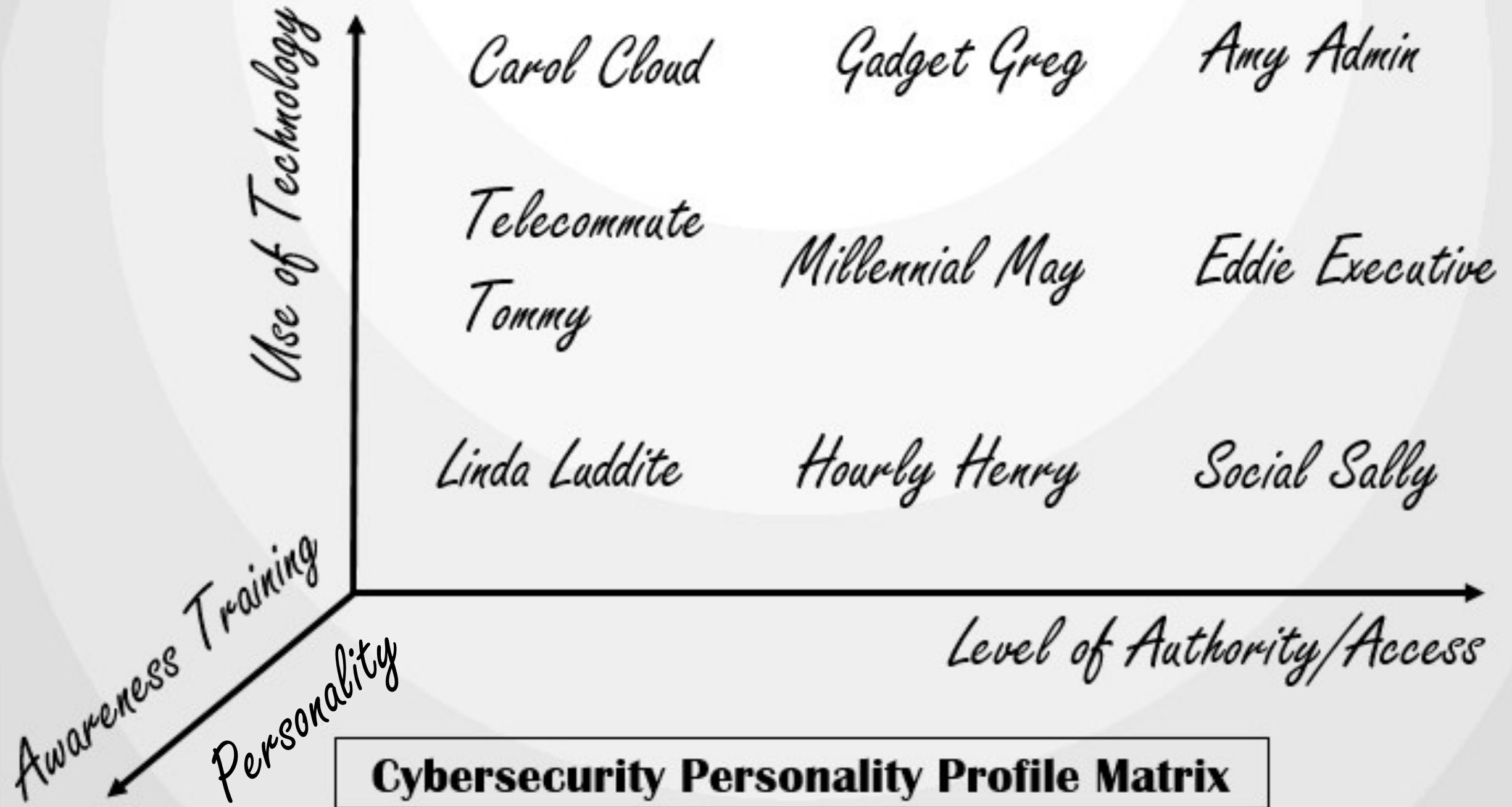
- LinkedIn for work related
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Education: Bachelor's degree (or Master's)

Socioeconomic status:
Upper middle class

Hobbies:

- Distance running
- Reading



EDDIE EXECUTIVE – INTJ – RISK SCORE 8.7

Name: Eddie

Gender: Male

Age: 49

Education: MBA

Access: High

Tech: Tech

Location: San Francisco

Tenure: 2.5 years



“Technology has transformed the way we do business.”

Motivation:

Eddie gets emotional when he talks about the people in his company. He's been with the company for 10 years and has worked his way up. As a consequence, he believes in hard work and commitment. His schedule takes him all over the world, but staying in touch with his team is important.

Finding the time to make everything happen is his biggest challenge.

Goals:

- Wants to be able to grow the company by 15% this year.
- Considering acquiring several regional firms to increase market share.
- Would like to spend less time on the road and more time with his family.

Frustrations:

Last year, Eddie experienced identity theft for the first time. It took valuable time away from his work and nearly cost the company a major customer. Since then, he's wondered whether his computer has been hacked when it doesn't work as expected.

Eddie understands the value of security, but he can't keep up every day with all the new threats that are announced. At the same time, he has to prioritize his work over reading or responding to IT emails or newsletters.

Technology:

Eddie is tech savvy and has set up his own Wordpress blog and has a raspberry pi in his office that he tinkers with occasionally.

Hobbies:

- Golf and Off Road Jeeps.
- Coaching kids Baseball Team.

Online Habits:

- Constantly reads Reddit, but seldom posts.
- Primary search engine – DuckDuckGo
- Family members may share home computers

Change

Prompt

Behavior

Reward

Sample Recipes.

1.

When I stand up from my desk...

I will lock my computer

...then eat a reeses peanut butter cup.

2.

At the end of the day...

I will clean off my desk and lock up important papers

...then play my favorite song in the car.

Prompt

Behavior

Reward

Questions?

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twitter.com/wellawaresecure
[LinkedIn.com/in/georgefinney](https://www.linkedin.com/in/georgefinney)

