WHEN A PROSPECTIVE EMPLOYER SEARCHES FOR YOU ONLINE, WHAT WILL THEY FIND?

Will it open the door?

Will your reputation precede you?

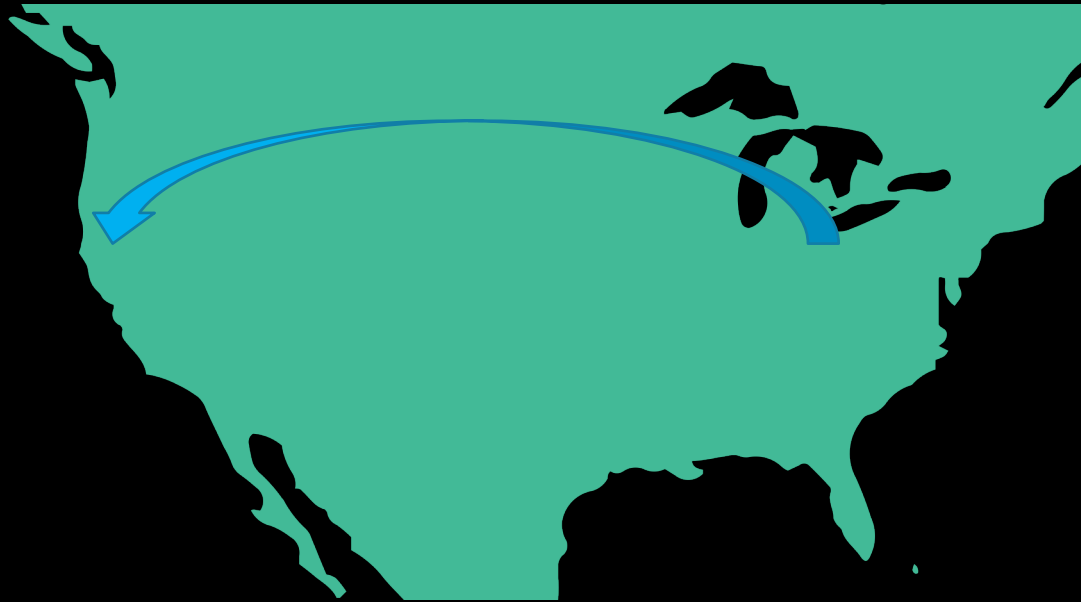Will it make the interview an afterthought?

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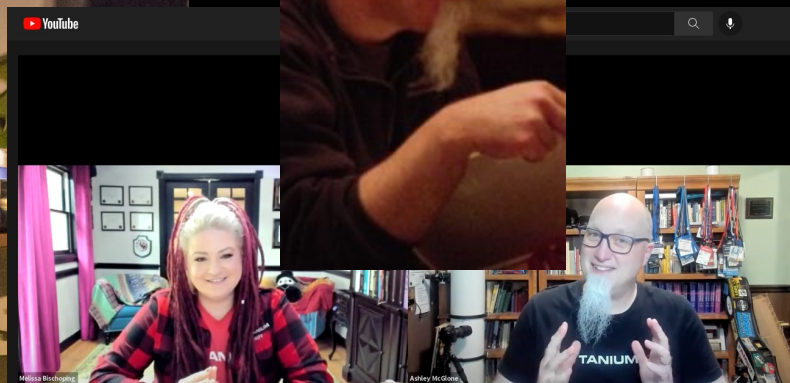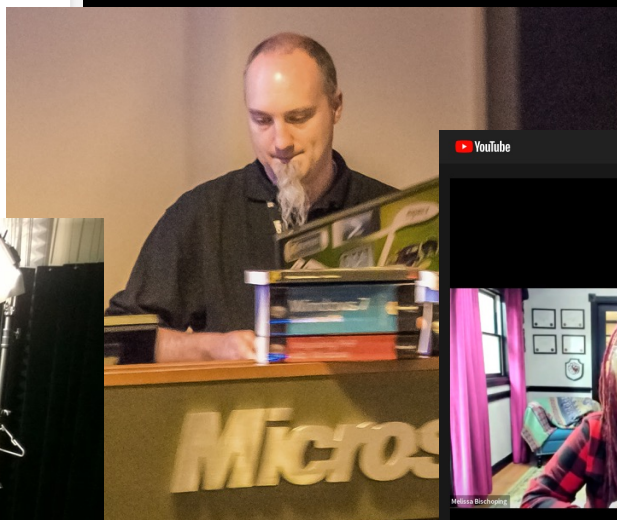@GoateePFE   #InformationSecuritySummit   @NEOSecSummit

SECURE YOUR CAREER
WITH A PERSONAL BRAND

MR. ASHLEY MCGLONE

TECHNICAL ACCOUNT MANAGER – TANIUM

@GoateePFE

ashley.mcglone@tanium.com

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WHAT IS A PERSONAL BRAND?

Reputation - What do people get when they work with you?

Now scale that online.

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PERSONAL BRAND AS ART

- Mission

- Message

- Media

- Mentoring

MISSION

WHY BUILD A PERSONAL BRAND?

Help others.

By-product: Secure your career.

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WHY ARE WE HERE?

We want to learn.

Who do we learn from?

You can build your brand by being the person others learn from... even if you're just getting started.

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THIS CONFERENCE
WHO DID YOU COME TO SEE?

- Scroll through the speaker lists on the conference site.

- Who do you recognize?

- What is their niche or specialty?

- How have they helped you?

- Who was on your list of folks you wanted to see?

- Now go do what they did.

- @HackingDave — Dave Kennedy — @TrustedSec / @Binary_Defense / @WeHackHealth

- @c3rkah — Matt Scheurer — ThreatReel

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MESSAGE

BLUF: HOW DO I BUILD A PERSONAL BRAND?

Help people.

Record it.

Put it somewhere others can find it.

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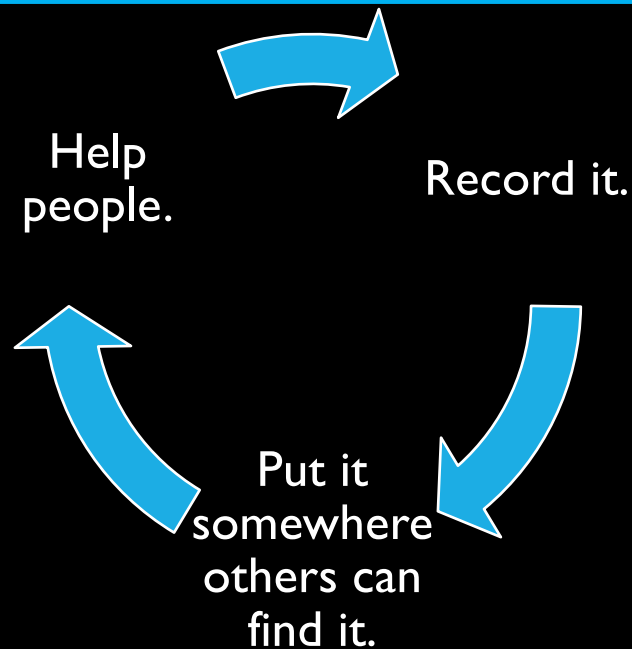
CONTENT
WHAT DO I TALK ABOUT?

- Niche – intersection of two interests

- Problem solving

- Real world need

- FAQs

- Research in the field and lab

BRANDING: NICHE
WHO AM I? WHO IS MY AUDIENCE?

Plenty of people do A.

Plenty of people do B.

But few do A & B.

That's your niche.
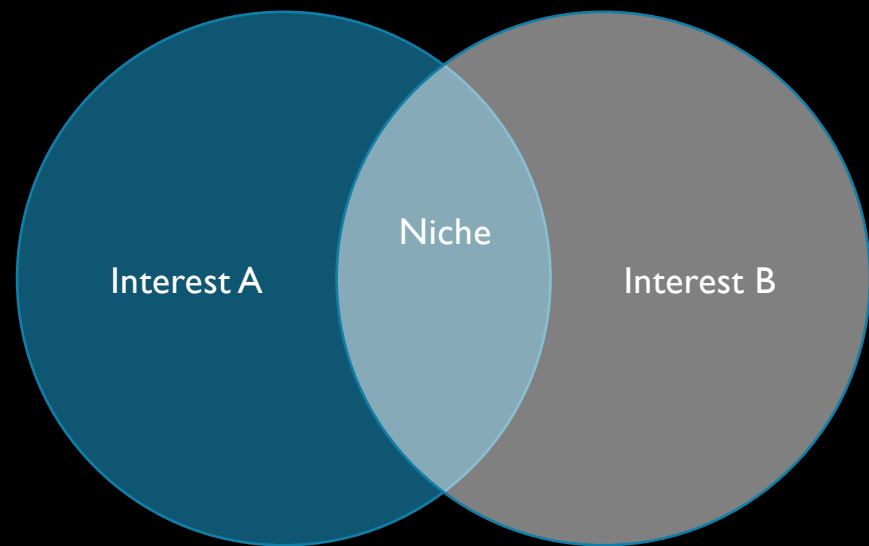
BRANDING: THE PROBLEM SOLVER
DIRTY JOBS / DO HARD THINGS

- Think of the technology or challenge you dread the most...

- Decompiling malware

- Linux memory dump analysis

- Physical disk forensics

- PKI

- MacOS security

- etc.

MEDIA

___

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WHERE TO MAKE MY MARK?
META CONSIDERATIONS – CHOOSE A COMBO

In-Person
Conference stage
User groups
Mentoring
Training

Written
Books
Magazines
Blog
Email
Social Media
Chat
Forums
Website
Newsletter
Code sharing

Audio
Podcast
Discord
Clubhouse

Video
Video sites
Streaming
Video meeting
Training
Webinars

Monetize
YouTube
Substack
Patreon
Training sites
Articles
Ads
~~Books~~

In-Person
Written
Audio
Video

one:one
one:many
many:many

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BRAND IDENTITY/LOGO
HOW OTHERS RECOGNIZE ME ONLINE

- Social media handle – namecheckr.com
  - Unique across all social platforms
  - Memorable, simple
  - Not tied to your company or job title

- Headshot/Avatar – fiverr.com @marcduiker
  - Your brand logo for visual recognition

- Bio
  - Credentials
  - A personal interest
  - Endorsement (kudo file)

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MENTORING

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PRACTICAL BITS

- Social media policy

- Legal use of graphics

- Monetize?

- "Hype cycle"

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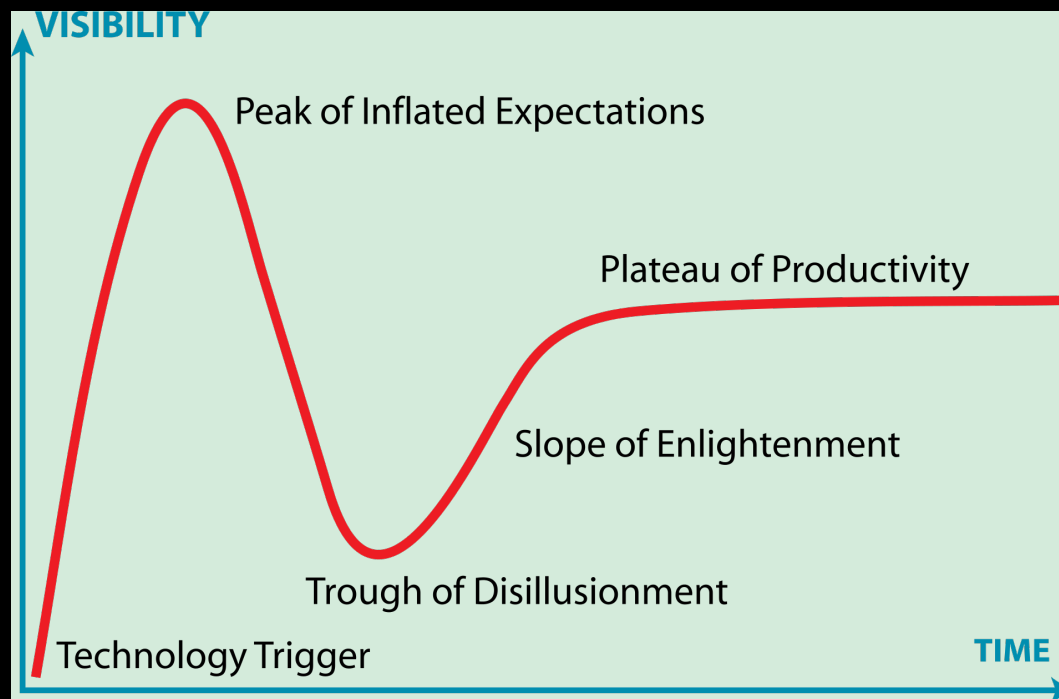
By Jeremykemp at English Wikipedia, CC BY-SA 3.0, https://commons.wikimedia.org/w/index.php?curid=10547051
https://en.wikipedia.org/wiki/Gartner_hype_cycle

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SUCCESS FACTORS

- Mentors

- Content creators community

- Goal of consistency

- Journal: ideas, stories, humor, analogies

- Practice / doing it

- Community / Social

- Take the long view.

CARE AND FEEDING

- Review metrics – What landed? What didn't? Surprises about what sticks

- File kudos

- Answer comments

- Behold the long tail! Accumulated content will take on a life of its own.

- Promotion – If you believe in your content, don't you want to help more people?
  - See *Superfans* by Pat Flynn

ELEPHANT IN THE ROOM:
TALKING ABOUT YOURSELF

- Most folks don't like arrogant, conceited people. I don't want to be "that guy".

- It's awkward. I still don't like it. Sometimes it's necessary.

- To humbly establish your credibility with a new audience, use the words of others:
  - "Attendees of Ashley's sessions have said that he is both informative and entertaining." – taken from previous conference session evaluations

- Do your best to take attention away from yourself.
  - Put focus on the problem you're solving and how to help your audience.
  - Do that enough times, and you won't have to talk about yourself any longer.
  - Others will do it for you.

- Don't open your presentation with you. Open with the problem or story or attention thing.
  - Advice from Dr James Whittaker (nsfw?). Make your content so good they ask about you afterward.

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3,000 YEAR OLD PERSONAL BRAND PROVERBS

Proverbs 22:1 - REPUTATION

A good name is to be chosen rather than great riches, and favor is better than silver or gold.

Proverbs 22:4 - HUMILITY

The reward for humility and fear of the Lord is riches and honor and life.

Proverbs 27:2 - ENDORSEMENT

Let another praise you, and not your own mouth; a stranger, and not your own lips.

Proverbs 27:21 - CAUTION

The crucible is for silver, and the furnace is for gold, and a man is tested by his praise.

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HOW DO I BUILD A PERSONAL BRAND?

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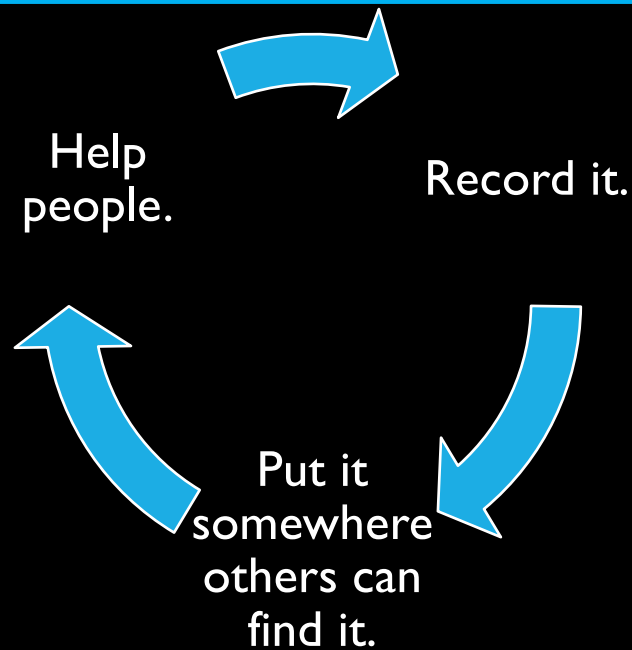
RESOURCES

- Michael Hyatt - *Platform*

- Pat Flynn - *Superfans*

- Avatar / Headshot
  - Fiverr.com - graphics / music
  - @marcduiker - 8bit
  - @reverentgeek David Neal

- namecheckr.com - handle search

- Toastmasters
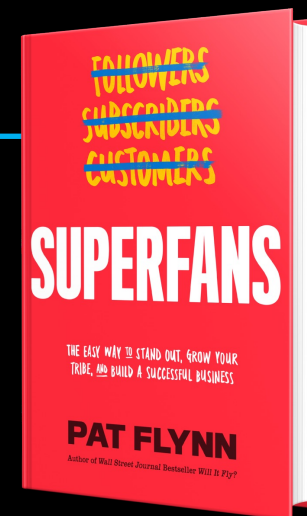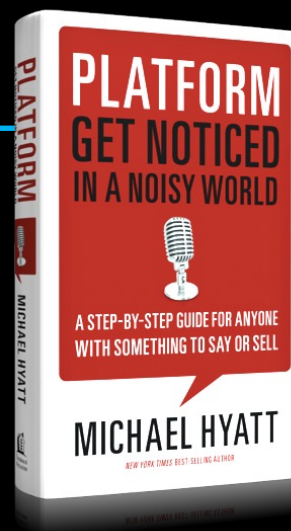
CALL TO ACTION

- LinkedIn / Twitter
  - Let's continue the conversation. Free coaching.
- Pay it forward like the people who have helped you.
- What will be your mission, message, and media?
- Set a goal to volunteer or speak at this conference next year!

Q & A

Happy hour

Swag

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Miriam Wiesner @MiriamXyra · Aug 16
Today's the day: my book was finally released!!!

And it already looks like people like it: it is already Top New Release in several categories 😱😍 I'm so excited!

⭐📖 Get my book: packt.link/MiriamCW

PowerShell Automation and Scripting for Cybersecurity: Hacking and defense for red and blue teamers
by Miriam C. Wiesner (Author), Tanya Janca (Foreword)

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- Explore essential security features in PowerShell and protect your environment against exploits and bypasses

Book Description
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💬 13   🔁 42   ♡ 220   📊 22.2K   ⬆

Ashley McGlone @GoateePFE · 16h
Congratulations. Wow. This is a hefty volume, over 500 pages! And hefty reviewers and endorsements. What an accomplishment. Thanks for documenting your research for us to learn. #powershell

💬 1   🔁 1   ♡ 2   📊 296   ⬆

Miriam Wiesner
@MiriamXyra

Thank you for your nice words. I stand on the shoulders of giants. I do not only have the greatest reviewers but also the best (PoSh) community to learn from! I remember watching tech videos from you before I joined Microsoft years ago and I thoroughly enjoyed them!

12:22 AM · Aug 18, 2023 · **34** Views

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https://github.com/GoateePFE/NEOSecSummit2023

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THINGS I GOT RIGHT

- Consistency – avatar, schedule, stick with it, give it time
- Addressing real world topics with thorough solutions
- Engaging in community (Twitter, user groups, conferences)
- Highlighting the work of others
- Adding personal flavor
- Metrics (Google Analytics, views, countries, linked from, linked within, trending up over time, etc.)
- Following advice of mentors
- Catching a tech wave when people are searching for answers
- Impacting lives of readers

MISTAKES

- Social media handle tied to my former job title

- Talking too much about myself

- Spamming forums with my latest post, without building relationship in those forums

- Not following advice of mentor (missed a tech wave)

- Getting "the big head"

From: David ********

Sent: Tuesday, August 29, 2017 11:39 AM

To: Ashley McGlone (GOATEEPFE)

Subject: RE: New-TimeSpan -Start '9/1/2017'

Thank you for all your contributions to the community. Your work has had a tremendous impact. Here is a 30,000' view of how it has helped my career:

- Helped me get out of a bad job into a good one.
- Caused an employer to create a position to promote me into.
- Had enough fun with it that I put 'PowerShell Enthusiast' on my LinkedIn profile, resulting in a cold-call from my current employer, MSFT. 😊

Best wishes in your future endeavors,

-David

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