

Hacking Your Career Through Social Engineering

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#DEFCON27 | #SEVillage

Let's Get Started...





Who is this person?

- Computer science background
- Master's thesis on social engineering & phishing
- 15 years in tech in QA & DevOps
- Lead DevOps Engineer at RiskLens
- President & Founder of non-profit Future Ada
- Advocate for diversity & inclusion in STEAM (*science, tech, engineering, art, & math*)

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Why is this important?

- Using these skills is helpful...
 - to minorities
 - for introverts
 - for any industry
 - for all people

What's our goal here?



- See how social engineering skills can be used *ethically* to *positively impact...*
 - your work
 - your career
 - your company
 - the industry!
- Let's use our powers for good!

A Few Reminders...





Social Engineering Key Skills

- Emotional Intelligence
- Nonverbal Communication
 - Body language
 - Tone
- Understanding people!

Career Applications!



Job Hunting



Getting the Job

- Recon is key
 - Who is this company?
 - What do they stand for?
 - Who is the hiring manager / team?
 - What do others you trust say about this company?



can haz job?



Interviewing

- More recon!
 - how formal of an outfit do you need?
 - have good questions ready to ask about the company, the team and the job
- Connect with everyone in the interview – build rapport quickly
- Read the room
- Be appreciative of everyone's time

Climbing the Corporate Ladder

- Networking is so important!
 - Internally - get to know the inner workings of your company
 - Externally - get to know others in industry
 - Have an elevator pitch
 - ***Be authentic*** and genuine when meeting folks





Day to Day Success

*What matters most
is how you see yourself.*

Louie Bryan M. Lapat



Conveying Confidence

- Battling imposter syndrome
 - Have a pretext of being confident
 - Fake it until you make it!
- Confident non-verbals
 - Eye contact / hand shake / posture
 - Take up space
- Power poses

https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are/transcript?language=en

I NEED TO BUILD



A CIRCLE OF TRUST

memeshappen.com

Integrating into a New Company

- What message do you want to convey?
- Creating rapport with team members
 - Get to know your new colleagues as people
 - Build trust and respect
 - Have empathy & compassion



Office Politics

- Focus on those interpersonal relationships and rapport with folks
- Listen to all sides of situations
- Use your charm / persuasive powers to fight for what you believe in

Doing Meetings Right

- Structure meetings to maximize impact
- Read the room
- Who is making decisions?
- When are decisions being made?
- Are there a lot of post-meetings or closed door meetings?



Are you lonely?

Tired of working on your own?

Do you hate making decisions?

HOLD A MEETING!

You can —

- See people
- Show charts
- Feel important
- Point with a stick
- Eat donuts
- Impress your colleagues

All on company time!



MEETINGS

THE PRACTICAL ALTERNATIVE TO WORK

Dealing with Stress

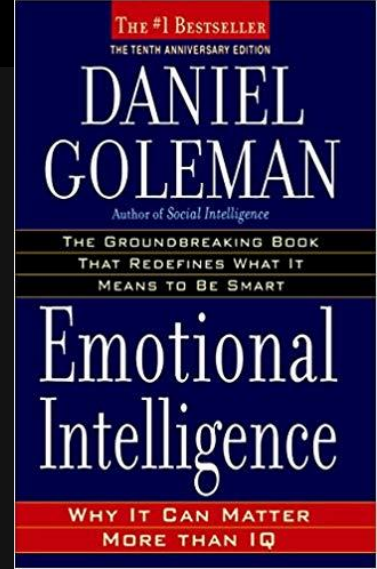


- Stress happens
- Having strong relationships with coworkers will help you ride through stressful times

Goleman, Daniel

Emotional Intelligence:
Why It Can Matter
More Than IQ

“The quality of relationships as well as their sheer number seems key to buffering stress.”





Leadership

Reminder: Title != Leader

Managers

- Have employees
- React to change
- Have good ideas
- Communicate
- Direct groups
- Try to be heroes
- Take credit
- Exercise power **over** people

Leaders

- Win followers
- Create change
- Implement ideas
- Persuade
- Create teams
- Make heroes of others
- Take responsibility
- Exercise power **with** people

How Anyone, Anywhere,
Can Make a Positive Difference

YOU DON'T NEED
A **TITLE** TO BE A
Leader



MARK SANBORN

Author of the National Bestseller *The Fred Factor*

Build a
Strong Team
Culture



Ari Pinkus

A Call for More
Inclusive, Empathetic
Leadership

“Higher emotional quotients have greater sensitivity and empathy, are rated as more effective, receive higher performance ratings, develop high-performing effective teams, and create a healthier ... culture”

<https://www.nais.org/learn/independent-ideas/november-2016/a-call-for-more-inclusive,-empathetic-leadership/>

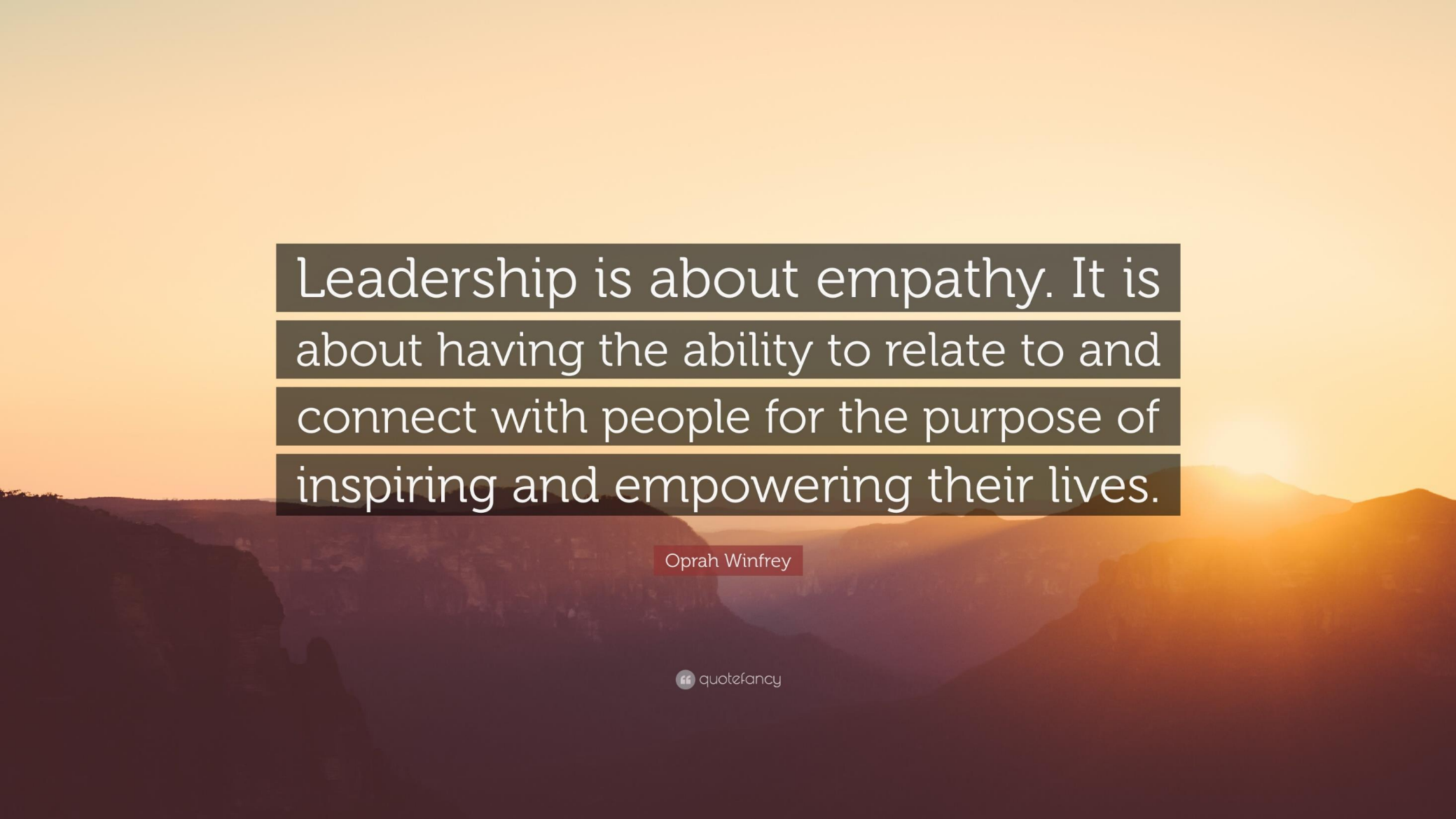


Empathetic Leadership

- Remember we are all people with lives, families, hobbies, passions, and emotions
- Get to know team members as people
- Create a safe space for people to bring their full selves to work
- Recognize the emotional impact on employees / coworkers when major life events happen
 - Births / Deaths
 - Marriage / Divorce

"Empathy is about standing in someone else's shoes, feeling with his or her heart, seeing with his or her eyes. Not only is empathy hard to outsource and automate, but it makes the world a better place."

~ Daniel H. Pink



Leadership is about empathy. It is about having the ability to relate to and connect with people for the purpose of inspiring and empowering their lives.

Oprah Winfrey

 quote fancy

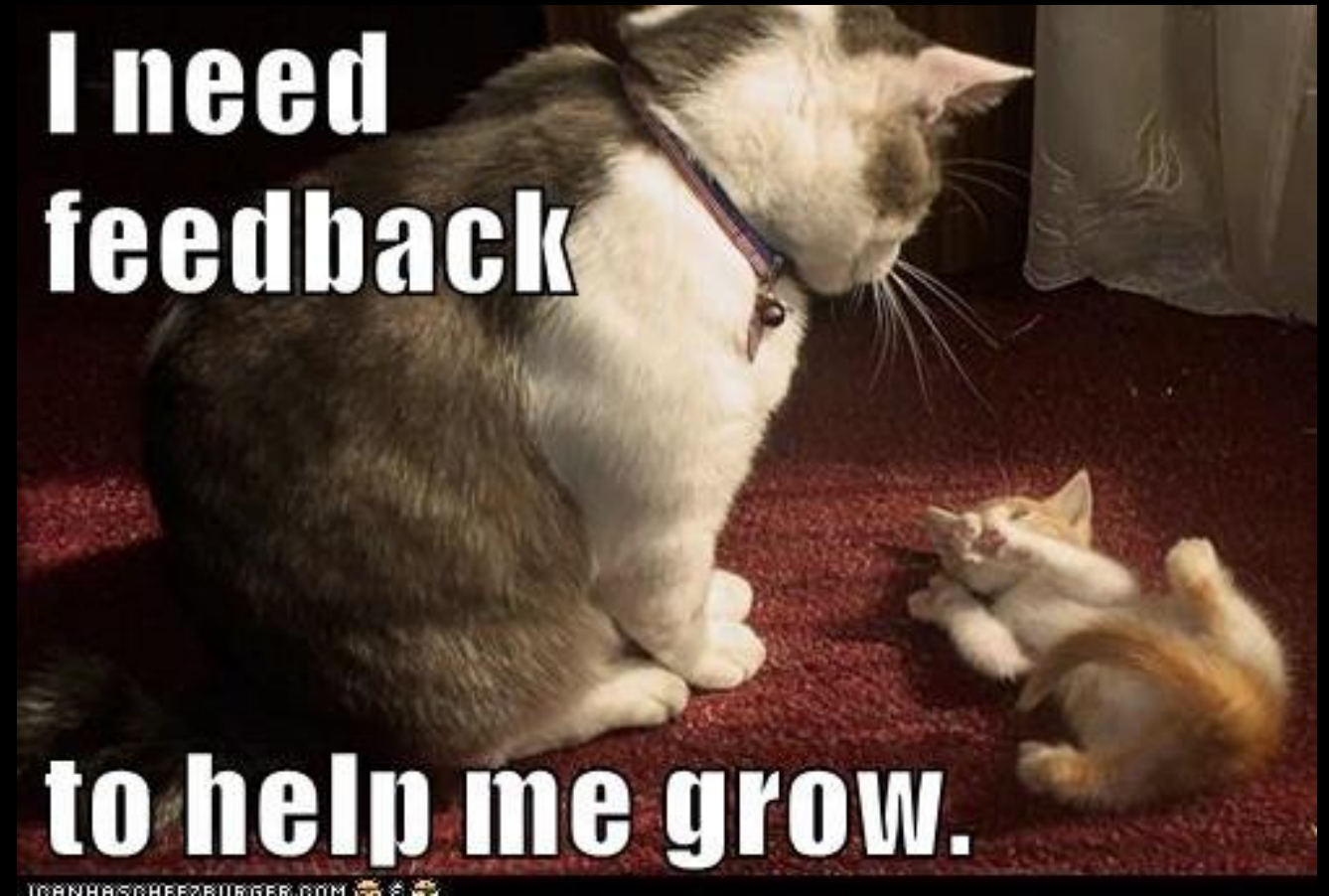
Supporting Your Team Members



- Ask coworkers about their weekends, families, hobbies, etc.
- Remember things they tell you!
- Care about folks at every level in your company / team
- Titles != Level of Importance
- We all play a part in team success

Creating Positive Feedback Loops

- Create feedback loops
- Encourage feedback be shared in constructive ways among team members
- Create a safe space for folks to give you feedback
- Lead by example
- Don't forget to give lots of positive feedback!



Wrap Up...





It's all about the people

- Social engineering is about using people skills
- Cyber security is all about people
 - securing people, securing people's data
- We can take these skills and help our careers via ethical & positive applications
- We can use these skills to help our teams, our companies, our projects and the industry
- ***Use our powers for good!***



We are stronger when we care about those we work with

Thanks!

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