

# Employee Awareness



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Keith Fricke, MBA, CISSP, PMP

# Agenda

- Opening Remarks
- The Demo that Set a Precedent
- The Bad Habit of Short-Sightedness
- Practical Examples That Work
- Questions
- Closing Comments

## Opening Remarks

- Down a Familiar Road
- Finding Something Fresh

## A Demo and Stories

- ~~Watch~~ *Experience* the Demo
- Background: The Demo's First Time
- Impact on the Audiences
  - Leadership
  - General Employee Population
  - IT Staff



# Social Engineering

- Using the techniques of **persuasion** and/or **deception** to gain access to information systems

- The demo makes it real



# Goals and Challenges

- InfoSec folks want our workforce to know about the risks to data
- Different audiences have differing awareness levels
- Different audiences have differing comprehension levels
- Different audiences have differing interest levels

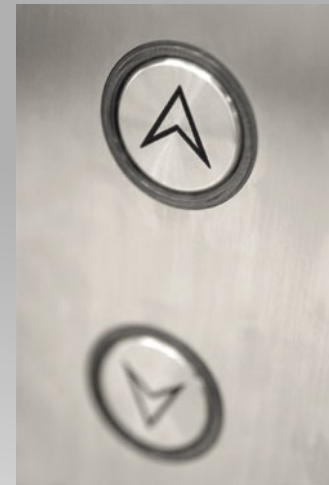
# The Bad Habit of Shortsightedness

- Awareness Tends to Target the General Workforce Population
- We Target Leadership Awareness Through Opportunity
- What About IT and InfoSec?



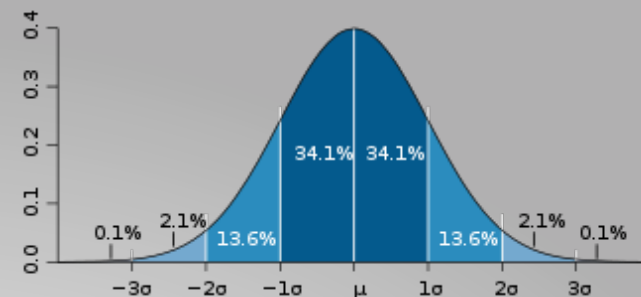
## Examples of What Works

- The Demo (audience experience)
- Being Prepared for Elevator Speeches
- Employees Have Skin In the Game
- Guest Appearances in Annual Meetings



# Examples of What Works

- Regular Member of Committees
- Strike While the Iron is Hot
- Hands-On Incident Response Testing

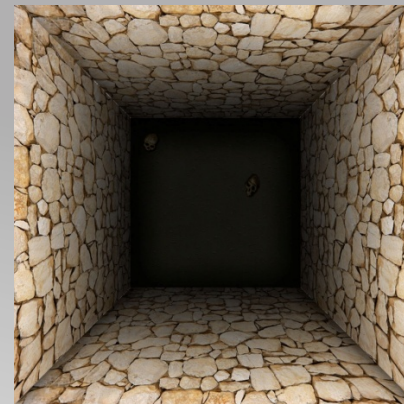


# Hands-On Incident Response Testing

- Conferences, certification education, etc. provide only part of the awareness
- Are we aware of incident preparedness and how well we use our tools?
- Are we aware of the ramifications of our actions?
- What happens after “our part” of the process is done?

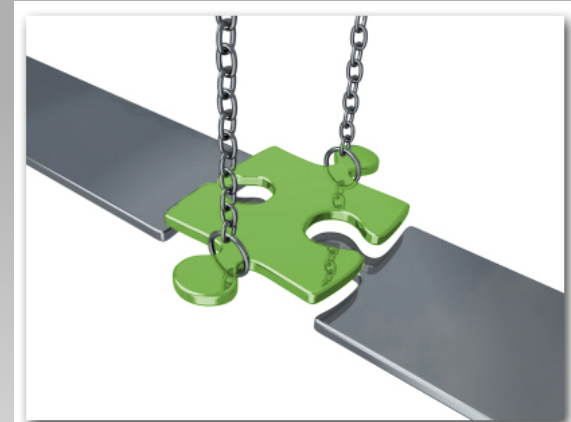
# Hands-On Testing Examples

- The Live Breach
- The Privacy Complaint with a Twist
- Forensic Acquisition – New Appreciation
- Is Your Documentation & Process Up to the Challenge?



# Bridging the Gap

- Hands On Testing Post Mortem Discussions Foster Relationships...
- ...and Awareness
- Add the other “What Works” suggestions and you have the recipe for taking awareness to new levels



**Questions?**

## Closing Comment

- The Dreams of Youth Often Become the Regrets of Maturity...
- Awareness is a moving target – settle for small wins that add up

Keith Fricke  
Catholic Health Partners  
Information Security Officer  
kefricke@health-partners.org  
330-716-0804