

RSA®Conference2018

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SHIFTING ORGANIZATIONAL CULTURE THROUGH CYBER AWARENESS

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True story.

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Jackpot!

Homegrown password manager on steroids.

Corporate Login Info

Email Accounts

Social Media Accounts

Bank Accounts

Credit Card Info

Children's Social Security
Numbers

To breach or not to breach.

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#ChristineWasHere
#iOWNyou☺

But then I would have been...

#FIRED

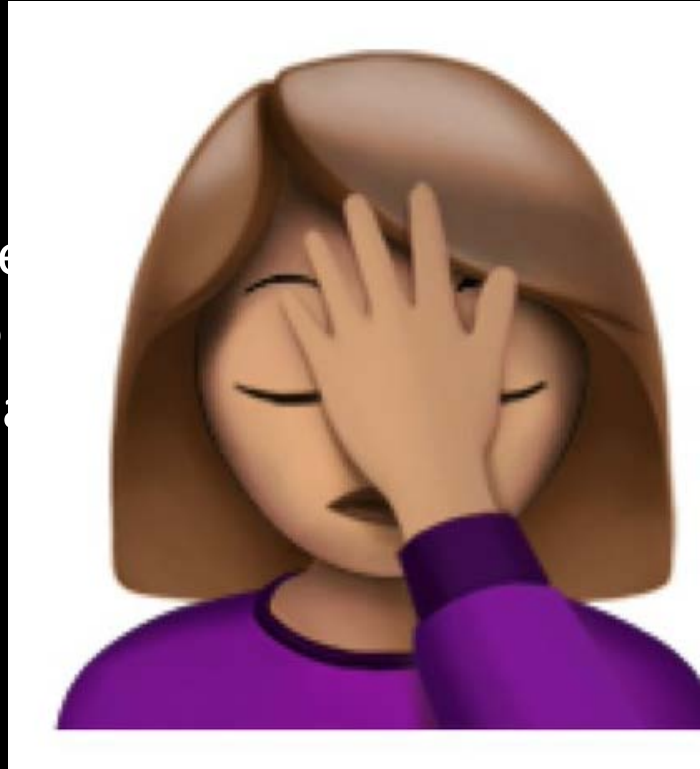
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First, seek understanding.

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“I assumed it was safe to
out. As long as I don't
data



down or print it
y computer, the

Mission: Embed security in our DNA!





**REALITY
CHECK
AHEAD**



9 MONTHS

LATER...

Take that
Jiminy!



The 9 month journey to birthing a strong awareness system.

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- Month 1** Gained Leadership Support
 - Month 2** Collaborated Across Groups
 - Month 3** Established Security Brand
 - Month 4** Communicated!
 - Month 5** Engaged Virtually
 - Month 6** Engaged In-Person
 - Month 7** Increased Phishing Focus
 - Month 8** Added Fun and Rewards!
 - Month 9** Grand Push!
- Executed Simultaneously

Leadership
Support &
Collaboration

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Diverse Information
Security Team

Collaborate to Understand Audience

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Diverse company w/ diverse priorities



90k employees
54 countries
300+ airports and offices



Processes
Current industry trends
Regulatory requirements
Contractors



Protect Our Airline



Virtual and In-person Engagement



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Intranet stories
Newsletters
Virtual Displays
Roadshows
Staff Meetings
On-boarding Training
Cyber Briefing Sessions

Phishing Awareness

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Click Decrease!
More Mailbox
Reports!
Positive Skepticism!



Phishing Campaigns
CISO Note
Data-driven Action
Healthy Competition
Culture of Understanding

Fun and Rewards!

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Cyber Games

Big Push!

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National Cyber Security Awareness Month

Security State of the Union Panel

Cyber Hack Demo

Professor Guest Lecture

Non-profit Competition

9 months later...

DNA test results are in...

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Cyber Security Culture Is Alive!



Apply What You Have Learned Today



Next week you should:

- ❑ Start or continue dialogue with leaders on human aspect of security and begin assessing cyber awareness culture.

In the first three months following this presentation you should:

- ❑ Identify awareness priorities.
- ❑ Work with internal teams to establish security brand and communication framework.

Within six months you should:

- ❑ Create and execute an email phishing strategy.
- ❑ Leverage existing or new opportunities to engage employees in-person and virtually.

Questions

