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# THE ENTREPRENEUR AND THE CISO 10 TRAITS TO DRIVE SUCCESS

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A modern office lounge with a ping pong table, dartboards, and a chalkboard. The room has a wooden wall on the left with two dartboards. In the center is a ping pong table with a red ball and a paddle. Behind it is a large chalkboard with some writing. To the right, two people are sitting at a wooden picnic table, one using a laptop. The floor is light wood. There are stacks of boxes and a ladder on the left side.

**What if a CISO thought like an entrepreneur?**

# Leading the Organization



1. **RISK TOLERANCE**
2. **BUSINESS SKILLS**
3. **CONFIDENCE**
4. **SALESMANSHIP**
5. **DRIVE**



## PITCHING TO THE VATICAN

The most risk-averse institution out there

# Preparing for Change



6. CURIOSITY
7. AVID LEARNER

A green road sign with a white border, mounted on a wooden post. The sign is tilted and features the words 'CHANGE AHEAD' in large, white, bold, sans-serif capital letters. The background of the image is a bright blue sky with scattered white clouds.

# Seeking New Growth



- 8. ADAPTABILITY
- 9. PROBLEM SOLVER
- 10. EXPERIMENTS



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## **SO WHAT NOW?**

**APPLYING THE ENTREPRENEUR'S MINDSET**

# Traditional, Linear Product Development



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- Start by generating ideas in-house
- Then R&D, build-out, and finally market entrance.
- Few tests, long cycles, expertise determines good or bad
- Concept → Prototype → Test Launch → Major Launch





- Start by understanding customer problems then quickly test potential solutions
  - Concept to Test → Abandon
  - Concept to Test → Abandon
  - Concept to Test → Pursue → Prototype → Abandon
  - Concept to Test → Abandon
  - Concept to Test → Abandon
  - Concept to Test → Pursue → Prototype → **Launch**
  - Concept to Test → Abandon
  - Concept to Test → Pursue → Prototype → Abandon
  - Concept to Test → Abandon

- Many tests
- Short cycles
- Customer determines good or bad