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My Personality Your Security Problem

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Session Classification:

Content

- ▶ Personality types - the basics
- ▶ The impact on security
- ▶ Bonus: *My Lazy Brain*
- ▶ Take Home Points

PERSONALITIES And Personality Types



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Using Jungian theory on personality types, I will show how we easily can (without needing a certification or long training) separate people into groups based on how they act in certain situations. This model shows four distinct types, based on extraversion (right) vs. introversion (left), and Jung's decision making preferences Thinking (top) and Feeling (bottom). Using examples the audience can relate to, I will explain how to figure out your own preferred style, as well as that of others in your team/group/organization.

The model is based upon Insights Discovery, which in turn is based upon Jung's theory. (I am a certified Insights Discovery Practitioner).

When I have explained the characteristics, and made the audience reflect upon the different types, I will move on to explain each type in detail, including what to look for from a security perspective.

I will also explain why it is relevant to understand people when you work with security. One important part of security is to change people's behavior. Understanding how people are different, and how people are similar, makes it easier to target the message in such a way that it makes sense to the audience.

I will also look at how you can interact with each of the types to get them to decide in your favor if they are your manager.

The Blue

- ▶ Pro Procedures
- ▶ Pro Policies
- ▶ Love details

- ▶ Will arrest you if you forget
- ▶ Need stability and structure

The blue is a Jungian introvert thinker type. This profile gets off on documentation, information and rules/regulations. The more details, the better. It may be tough to make this personality to make a decision, your best bet is to present a thoroughly prepared and detailed report, leave it on the desk for some time, and then ask for a decision.

This person is listening more than talking. Considered to be analytical and rational, this person will make sure the project is kept on track, and that the documentation is kept under control.

From a security perspective, this is the personality who loves your policies and procedures. If the procedure is wrong, this person will still insist on following the procedure.

To make this person do your bidding, you need to implement the changes into the policies. But – if the person disagrees with you – from a rational perspective – (s)he will dig up any and all information that will support her in her efforts to change your mind.

The Green

- ▶ Consensus important
- ▶ If we all do it...
- ▶ If it is for the best...

- ▶ Will sabotage behind your back
- ▶ Common ground important

The Green is a Jungian Intravert Feeler. This person is motivated by creating and maintaining group dynamics. He will bring you a cup of coffee, and sincerely ask how your day is. He asks because he care, and wants to know. In a decision making situation the Green will be more concerned about creating consensus than making a quick decision. Playing on his need for creating consensus may make for quicker decisions. To the Green, the group supersedes the goal.

From a security perspective, the Green can be a great ambassador – helping you collect support for your security program, awareness and so forth. The green will use his skills to work the group to create understanding and consensus.

One important challenge you may face is if the Green disagrees with you. He may not say so in a group, possibly even not telling you in person. Instead, he may work behind your back to sabotage your efforts.

The green is also likely to not following rules and policies if he feel they work against the best for the group/team. Help him understand the reasons behind the rules, and show him how it impacts the group in a good way, and you will succeed.

The Yellow

- ▶ HATE Policies & Procedures
- ▶ Everything goes. At least once!
- ▶ Details? What is that...?

- ▶ Will say YES, and do the opposite
- ▶ Need flexibility

The Yellow is the Jungian Extravert Feeler. Sometimes, the Yellow is referred to as the clown, the party-fixer, the person with all the ideas.

This personality dreads details, written text and reports. Everything in the life of the Yellow have to happen fast, sooner rather than later, everything at least once. As a decision making person, the Yellow will make up her mind very quickly, possibly before you propose your idea. Then, when you explain, new ideas bubbles, sparks fly, and whatever idea you proposed have suddenly turned into something else – possibly wild, filled with thrills, crazy and seemingly without a direction. Then, the decision is changed. And again.

From a security perspective, the Yellow do not understand policies. From a strictly academic perspective, yes. In reality, not at all. This person laughs at your policies, trainings, tools and technology, and will do anything to avoid having to deal with it.

You may use the Yellow to sell your security program to the others, as this person often is in a contagiously good mood, and very good at creating an urge to do something. The Yellow is also the one to go to when you want ideas of how to create a great security culture program. Just keep both hands on the wheel!

The Red

- ▶ Understand Procedures and Policies
- ▶ May force others to follow suite
- ▶ Do as I say, not as I do

- ▶ Will take shortcuts
- ▶ Need a clear purpose / reason

The Red is the Jungian Extraverted Thinker. This person is the goal-getter, who gets off by winning. Competition is great, and he will do everything, and anything, to win it. As a leader, he will tell you exactly what to do, and expect you to do what he says.

For decision making, this person will be quick. Pro tip: Provide reports and documentation, present three options, and allow him to make up his mind.

From a security perspective, this person understands the needs for policies and regulations. At least for the "others". He will accept policies, as long as they are not coming between him and his goal. If they do, he will not hesitate to break rules, skip procedures and take shortcuts – fully aware of the risk.

To help this person do the right things, explain why it is important, then create some sort of goals and competition that will help him focus on doing the right things.

IMPACT On security



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Every person, and every group, consists of more than just one color. Our personality is complex, yet usually one or two colors are dominant, and the one we use especially under stress.

Understanding the different characteristics, strengths and weaknesses of each type is vital to understand how to treat and convince people.

Understanding people makes it easier to adopt and adjust any message to make it resonate with the other person: When you talk to the board and the C-suits, when you design and implement your security culture program, when you communicate with vendors and partners, and when you manage your team.

This illustration also shows how the different colors have opposite corners – the diagonals. This illustrates how Yellow is the opposite of the Blue, and the Red the opposite of the Green. Imagine a Yellow communicating with a Blue – how well will that work?

Or a Green team leader with a team of Reds?

Using the knowledge of four simple categories enables security professionals to understand why different people respond and react the way they do, and how to influence people into following and understanding the security program.

In this slide I will use examples and stories that the audience can relate to, to illustrate the differences.

MY LAZY BRAIN

Thinking Fast and Slow



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How do our brain work? Are we as rational as we think we are? And why should we care from a security perspective? Some of the errors our employees does, may be explained by the way our brain is wired, and how we teach security. Understanding the two main modus of operandi of our brain, will help you as a security professional to better communicate, understand and counter possible attacks on your employees. And - it will help you create security culture programs and awareness trainings that works.

To Eat or to Be Eaten?



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Our brain is a pattern recognition expert. It is very quick, very efficient, and very effective. When it knows the patterns, that is. Some of these patterns are likely biological, others are learned. I will explain, using a toy, how our brain process information, and how you can use this understanding to change your communication so that your different audiences are more likely to understand, care and listen.

To see an example, watch the Hacking Your Mind talk on Youtube (sound is awful).

CIRCUS for your Mind

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A bonus-bonus: Your brain is a sucker for surprises. Use this to motivate your employees to learn about security, and to change their behavior. And yes, according to Sociology, it is possible to change culture, thus the behavior of the people in that culture. And it is not that hard to do either!

TAKE HOME POINTS
Apply it yourself!



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Take Home Points

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This is a quick summary, and a few points that the audience can take home as reminders.

Take Home Points

- ▶ We are all different!

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This is a quick summary, and a few points that the audience can take home as reminders.

Take Home Points

- ▶ We are all different!
 - ▶ In similar ways!

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This is a quick summary, and a few points that the audience can take home as reminders.

Take Home Points

- ▶ We are all different!
 - ▶ In similar ways!
- ▶ A colorful world-view

Take Home Points

- ▶ We are all different!
 - ▶ In similar ways!
- ▶ A colorful world-view
- ▶ Getting the message across

Take Home Points

- ▶ We are all different!
 - ▶ In similar ways!
- ▶ A colorful world-view
- ▶ Getting the message across
 - ▶ Who is responsible?

Take Home Points

- ▶ We are all different!
 - ▶ In similar ways!
- ▶ A colorful world-view
- ▶ Getting the message across
 - ▶ Who is responsible?
 - ▶ Adapt your message!



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Thank you!

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