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FEBRUARY 24 – 28 | MOSCONE CENTER | SAN FRANCISCO

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Capitalizing on
Collective Intelligence

Getting Your Security Budget Approved Without FUD

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John B. Dickson, CISSP

Principal
Denim Group
@johnbdickson



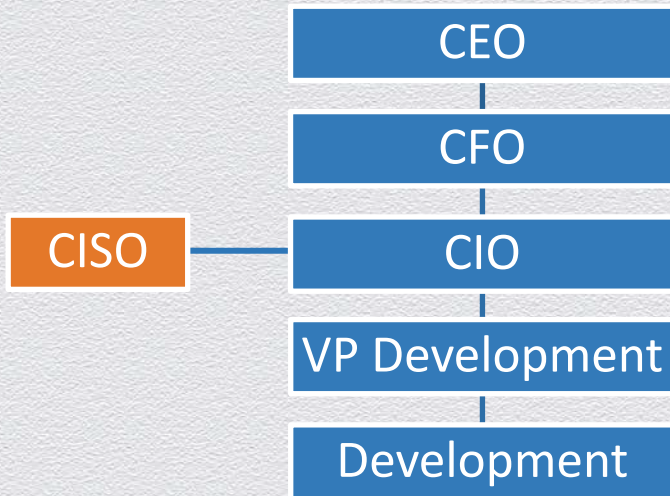
Why Is Selling Fear So Compelling?

- ◆ Is it like selling insurance?
- ◆ The security industry is struggling for parallel models and metaphors
- ◆ FUD Distorts the Process



Security Leaders Are at a Structural Disadvantage

- ◆ They have a staff advisory role and not a “line” operator role
- ◆ They have different world views that drive their perspective
- ◆ They talk differently
- ◆ They have less power



The Key Principles of Selling Security

- 1) Exploit Pet Projects
- 2) Account for Culture
- 3) Tailor to Your Specific Vertical
- 4) Consciously Cultivate Credibility & Relationships
- 5) Capitalize on Timely Events
- 6) Capture Successes & Over-Communicate

1) Exploit Pet Projects



Always bundle security into CAPEX or other critical projects as defined by the CEO

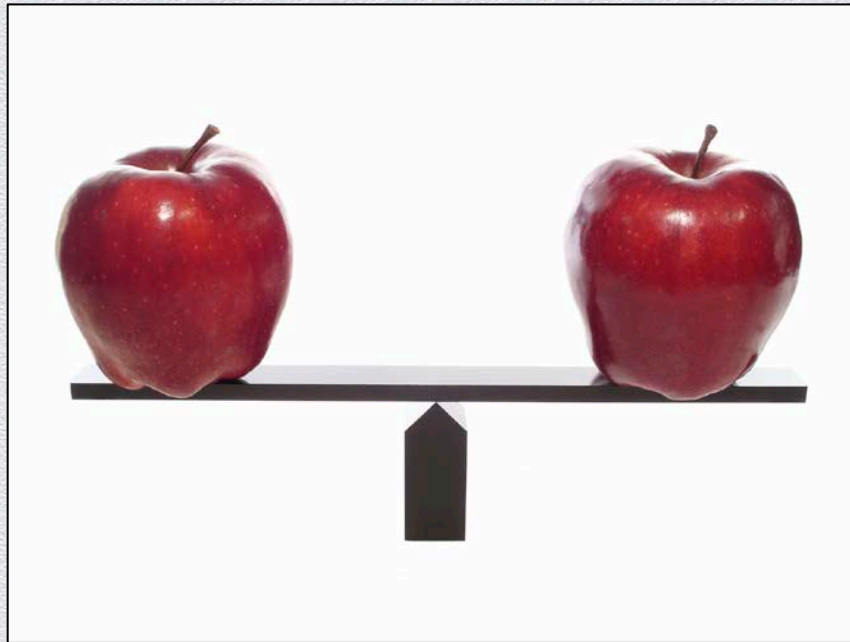
2) Account for Business Environment

Radically adapt your “Request for Resources” to your organization’s culture and risk appetite



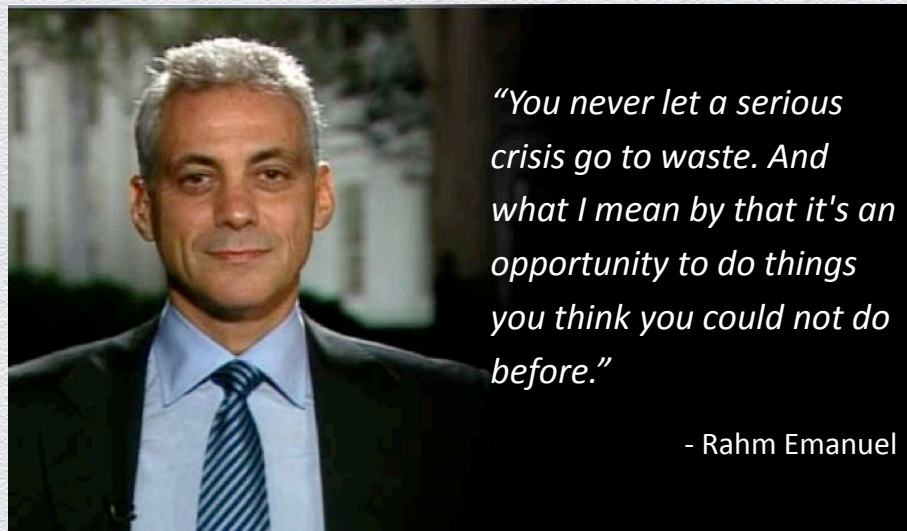
3) Tailor to Your Specific Vertical

Tailor security requests to **your specific** vertical, sub-vertical, & sub-sub vertical



4) Capitalize on Timely Events

Use near-death experiences of others to justify security spend



5) Consciously Cultivate Credibility & Relationships

Credibility and relationships must be established prior to “Making A Security Ask”



6) Capture Successes & Over-Communicate

Document security wins and communicate these successes so they become the new operating norm



Conclusion

Successful security leaders exhibit certain consistent approaches to get their security budgets approved – without using FUD!

- 1) Exploit Pet Projects
- 2) Account for Culture
- 3) Tailor to Your Specific Vertical
- 4) Consciously Cultivate Credibility & Relationships
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Q&A

John B. Dickson, CISSP
john@denimgroup.com
[@johnbdickson](#)