

Business Control & Velocity: Balance Security, Privacy, Ethics & Optimize Risk

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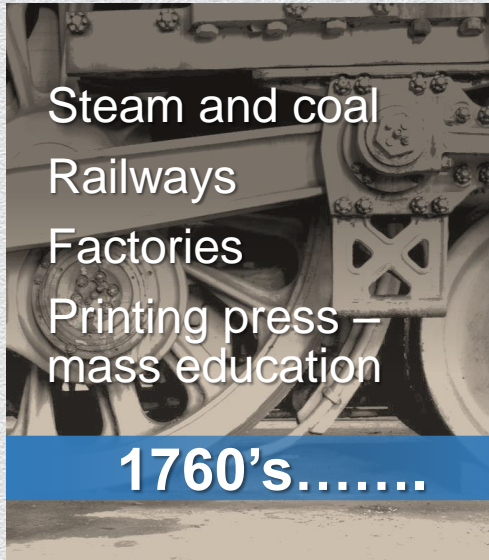
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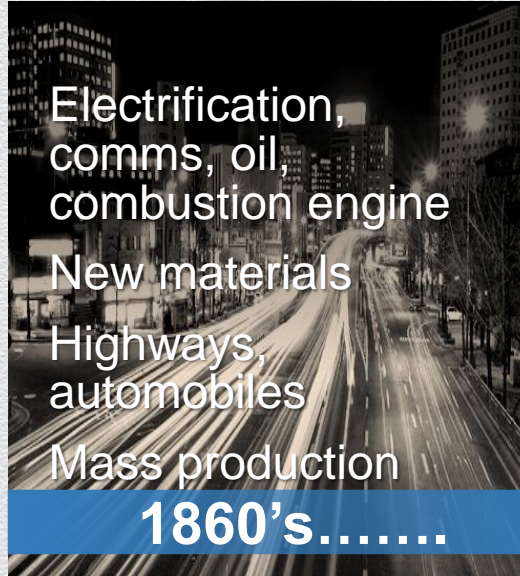
**Business Control and
Velocity**

What's Going On?

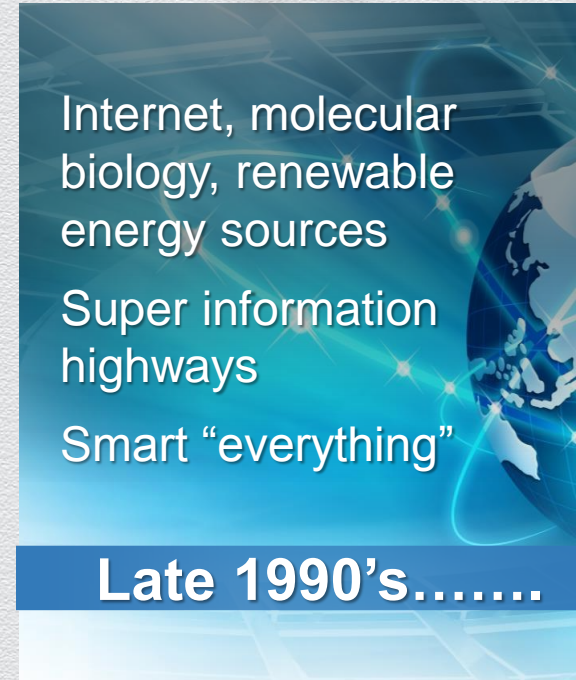
1.0



2.0



3.0 *



We are still at the dawning of the third era...

...A new economic narrative is being written.

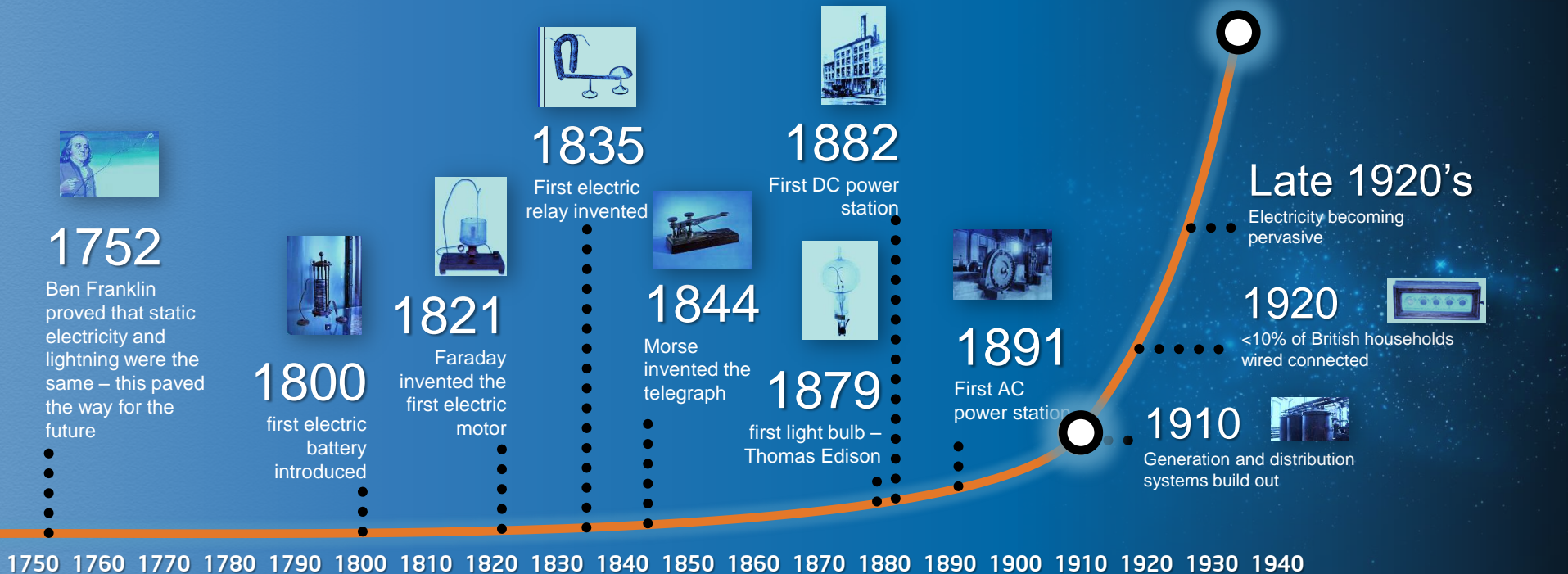


* The Third Industrial Revolution: How Lateral Power is Transforming Energy, the Economy, and the World by Jeremy Rifkin, president of the Foundation on Economic Trends

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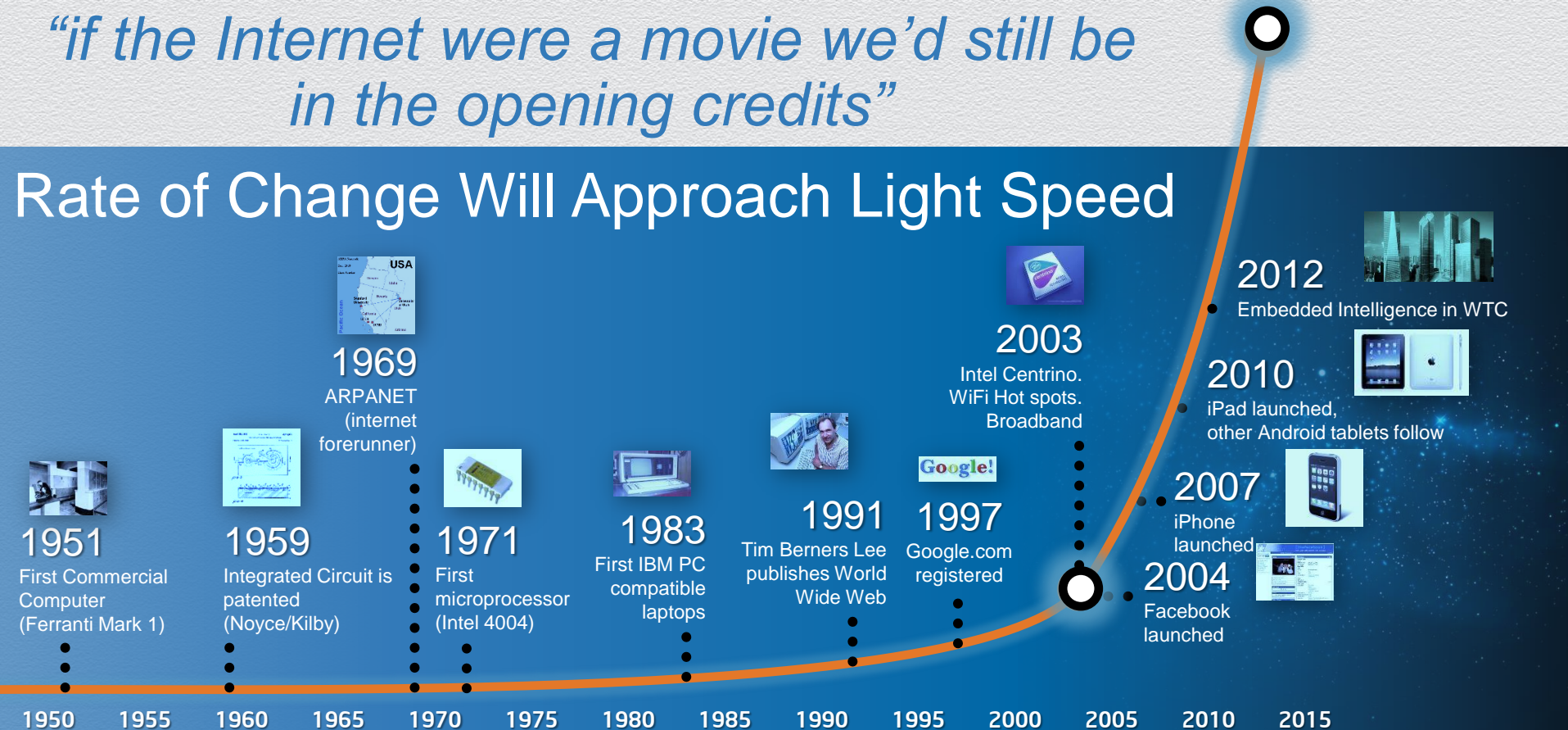
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Rate of Change Will Approach Light Speed



"if the Internet were a movie we'd still be in the opening credits"

Rate of Change Will Approach Light Speed



... Re-imagining the World at Light Speed



Industries established over a **Century**
re-architected in under a **Decade**

From the Obvious...



... Re-imagining the World at Light Speed


Smart Grid



to

e-on
ENERNOC
pulse energy
Vigilent
SimpleEnergy

New Services



to

zaarly
taskrabbit

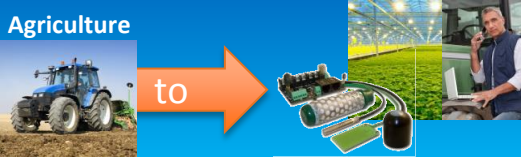
Construction



to

Crossrail
TPX Energy


Agriculture



to

airbnb
CSA
onefinestay


The Way We Work



to

OnForce
Lync
Desk

Cars



to

UBER **zipcar**
drive zipcars by the hour or day
HAIL
Google Home

Hotels



to

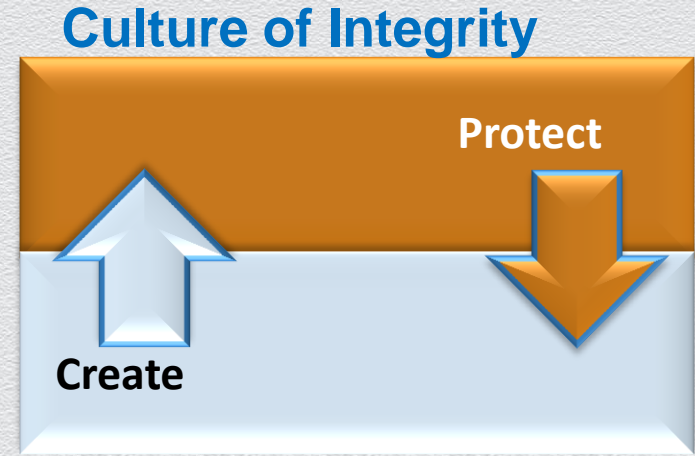
airbnb
CSA
onefinestay

When the **impossible**...
becomes **possible**

...to the Not so Obvious

Unprecedented Change ... Increased Opportunities & Risk

- ◆ In this dynamic & complex environment, how do we:
 - ◆ Reinforce & protect a culture of integrity
 - ◆ Continuously create the culture to accelerate
 - ◆ Lead through our words & actions



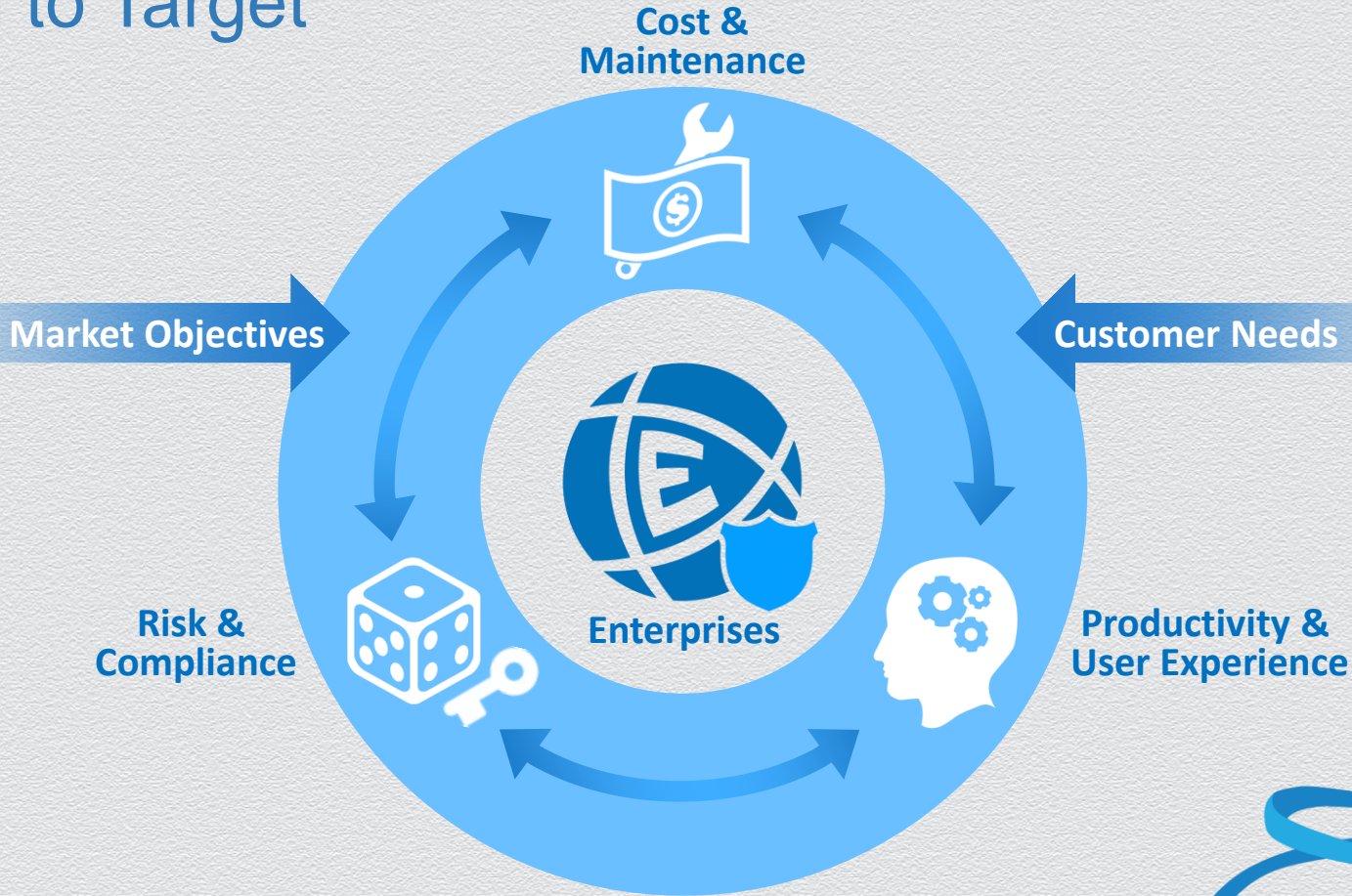
The Challenge and The Opportunity



Protect - - - - - *Don't Impede* - - - - -

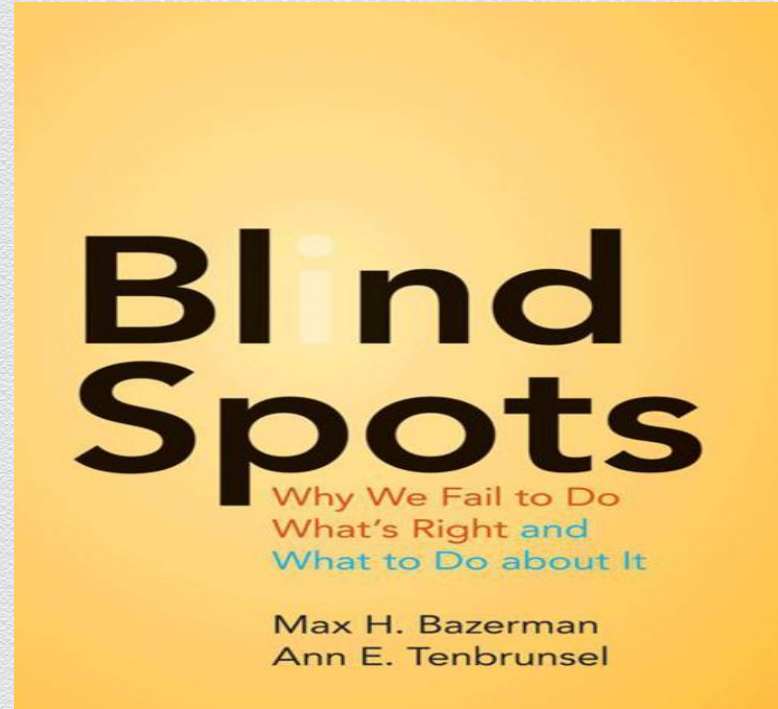
Enable

Tuned to Target



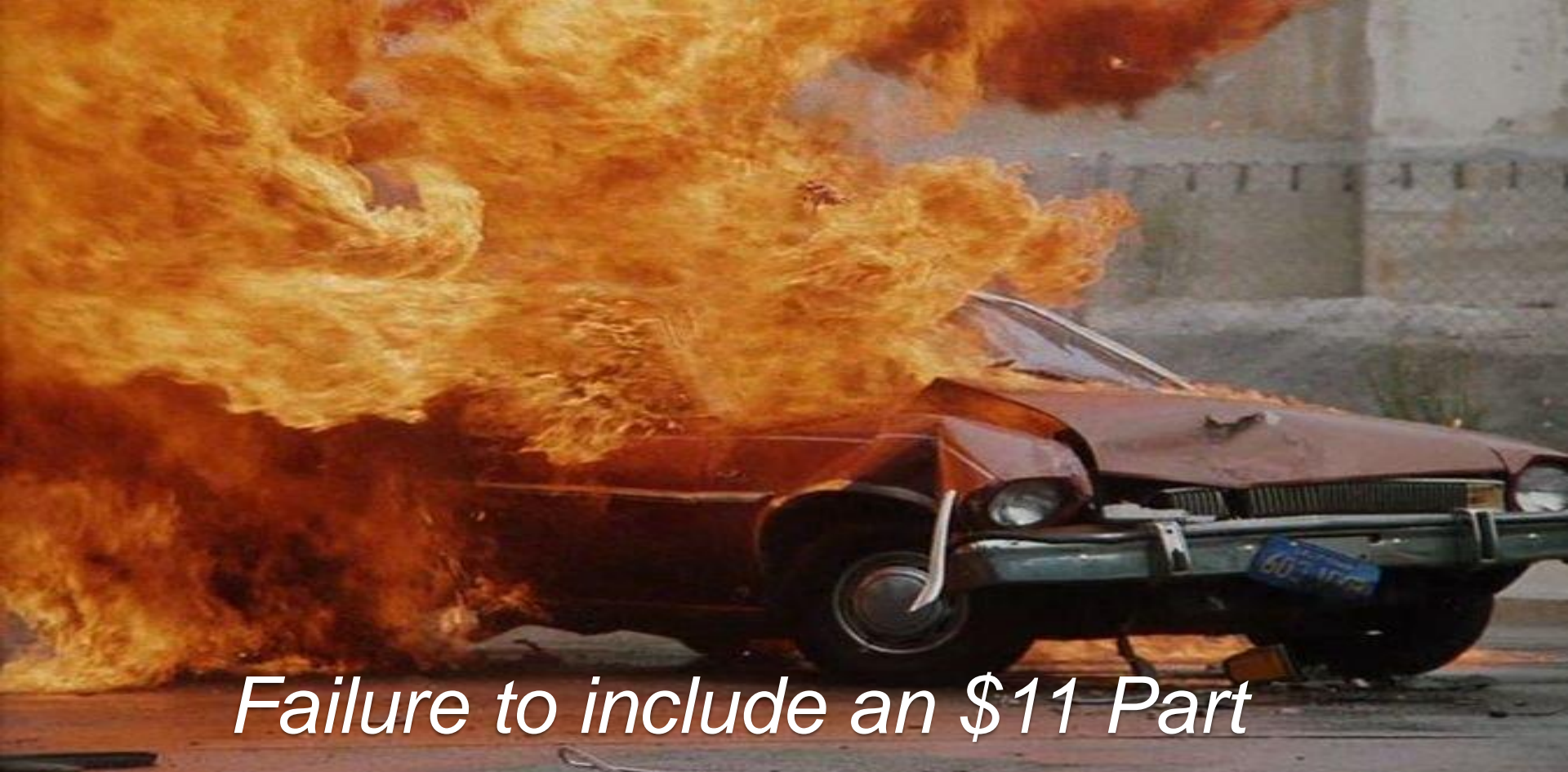
Blind Spots:

Why We Fail To Do
What's Right and What
To Do About It



1971 Ford Pinto





Failure to include an \$11 Part

January 28, 1986

A picture perfect launch of STS-51L



...73 seconds after lift
off...

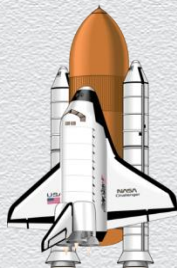


Key Points



Pinto

- ◆ Intense competitive pressure in the market
- ◆ Pressure to hit a schedule
- ◆ Cost sensitivity leading to a “business” decision



Challenger

- ◆ Pressure to hit a schedule
- ◆ Pressure to prove a launch was not safe vs. not launching till there was strong belief it was safe
- ◆ Taking discussions offline limiting the data and dialogue for a “management” decision

Pressure to Bypass ...

- ◆ Controls?
- ◆ Oversight?
- ◆ Report what people want to hear vs. need to hear

Were they Tuned to Target?

What practices hinder your ability as a manager to deflect these pressures from your team(s)?

50% of respondents identified increasing business velocity coupled with the requirements from Security and Privacy as major impediments to reducing pressure on their teams

Quotes:

“Complexity of the security and privacy assessment process”

“Lack of or limited understanding of "real" security and privacy policies & requirements. There seem to be lots of opinions on what the policies are but it is often difficult to get to the actual policies and how to comply.”

What is your company's Vision ?

What is required to achieve it ?



IT WON'T HAPPEN
WITHOUT SECURITY...

Jailbreaking.....
Sit Tight





...AND PRIVACY

Privacy

Noun



- ◆ The state or condition of being free from being observed or disturbed by other people.
- ◆ The state of being free from public attention.

Security

Noun



- ◆ Freedom from risk or danger; safety.
- ◆ Something that gives or assures safety.

Privacy

Functional Real Definition



- ◆ The authorized processing of personally identifiable data.

What We Need To Deliver



Security and Privacy **Freedom and a Pledge of Safety**

(Including the authorized access of
personally identifiable information)

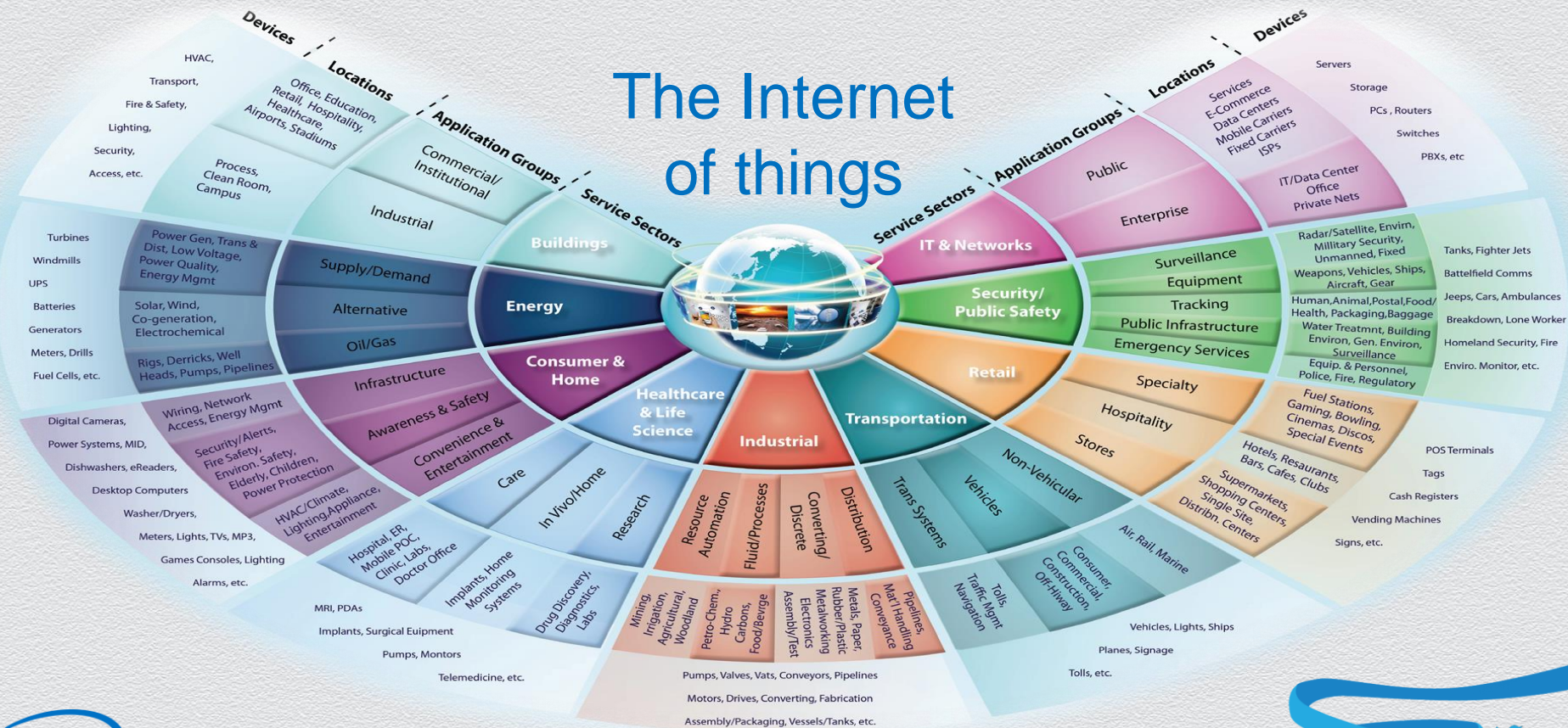
*A commitment toward uncompromising
integrity can differentiate you in the
marketplace, add to your brand value
and inspire your employees*


Tuned to Target



New World of Digital Footprints & Attack Surfaces

The Internet of things





“Personal data is the new oil
of the Internet and the new
currency of the digital world.”

Meglana Kuneva,
European Consumer Commissioner
Bain/World Economic Forum
Report on Personal Data as New Asset Class

Be Bold

Think Big

Act Faster



UNCERTAINTY, CHAOS, AND LUCK—
WHY SOME THRIVE DESPITE THEM ALL

GREAT BY CHOICE

Jim Collins

AUTHOR OF *GOOD TO GREAT*

4 MILLION COPIES SOLD

Morten T. Hansen



1911 South Pole expedition

“...wait for the spring. To risk men and animals by continuing stubbornly once we have set off, is something I couldn't consider. If we are to win the game, the pieces must be moved properly; **a false move and everything could be lost.**” -Roald Amundsen, Norwegian Explorer



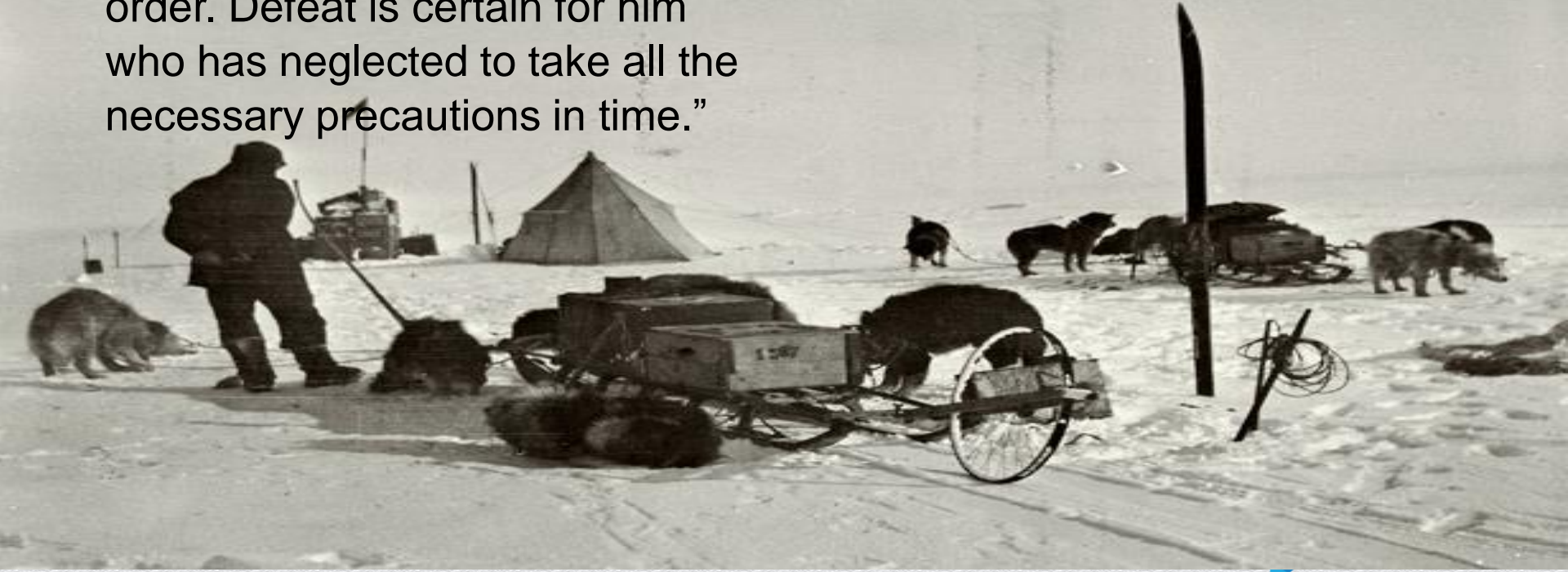
1st to the Pole, led by Amundsen



2nd to the Pole, led by Robert Scott

Roald Amundsen, The South Pole

“Victory awaits him who has everything in order. Defeat is certain for him who has neglected to take all the necessary precautions in time.”





Key learning's from Amundsen & 10Xers *

- ◆ Fanatical discipline
- ◆ Productive paranoia
- ◆ Empirical creativity
- ◆ Greater ambition

Different Behaviors Not Different Circumstances

* Great by Choice



How do race car drivers achieve such velocity?



Design for speed and safety



And discipline, control, communication, collaboration
between the driver and the pit crew





End users are not like professional drivers...



◆ Survey Says...

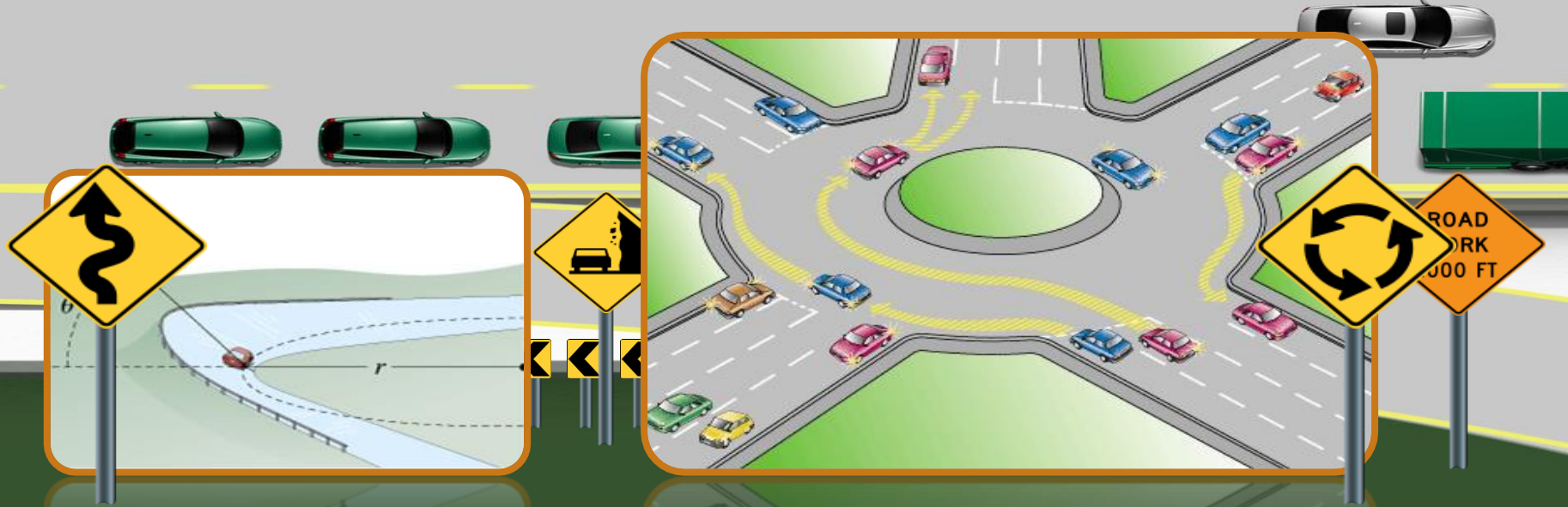
- ◆ **70%** employees frequently ignore IT policies and two-thirds said they believe their company's policies need to be modified
- ◆ **61%** said corporate IT security isn't their responsibility, believing it is that of their employer or the maker of their devices
- ◆ **33%** ignore policies because they didn't believe they were doing anything wrong
- ◆ **19%** said they did it simply because the policies aren't enforced.

When it comes to End users...

We're in the Behavior Modification Business...



When it comes to their driving...
...we need to shape the path.

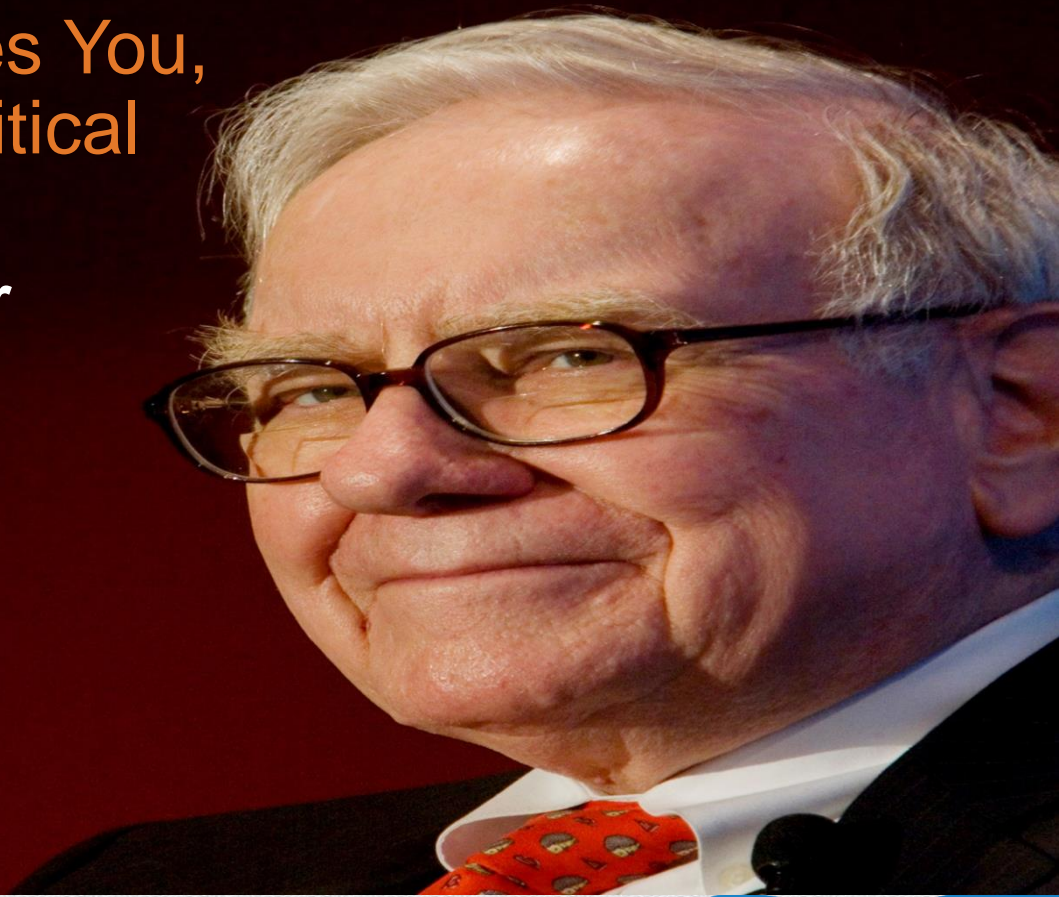


When The Market Defines You, Earning Reputation is Critical

**“If you lose dollars for
the firm, I will be
understanding...**

**If you lose reputation
for the firm, I will be
ruthless.”**

- Warren Buffett



Speed of Trust



f (Competence + Character)

Culture of Integrity & Trust

Demonstrate
Integrity

Straight talk &
transparency

Confront Reality,
Clarify Expectations

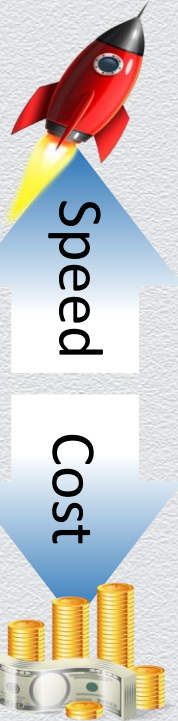
Listen First, Ask
the right questions

Keep
Commitments

Keep it
Legal

- Clear expectations
- Employee engagement
- Cultural unity
- Real collaboration
- High commitment
- Efficient execution
- Accelerated results
- Fewer barriers

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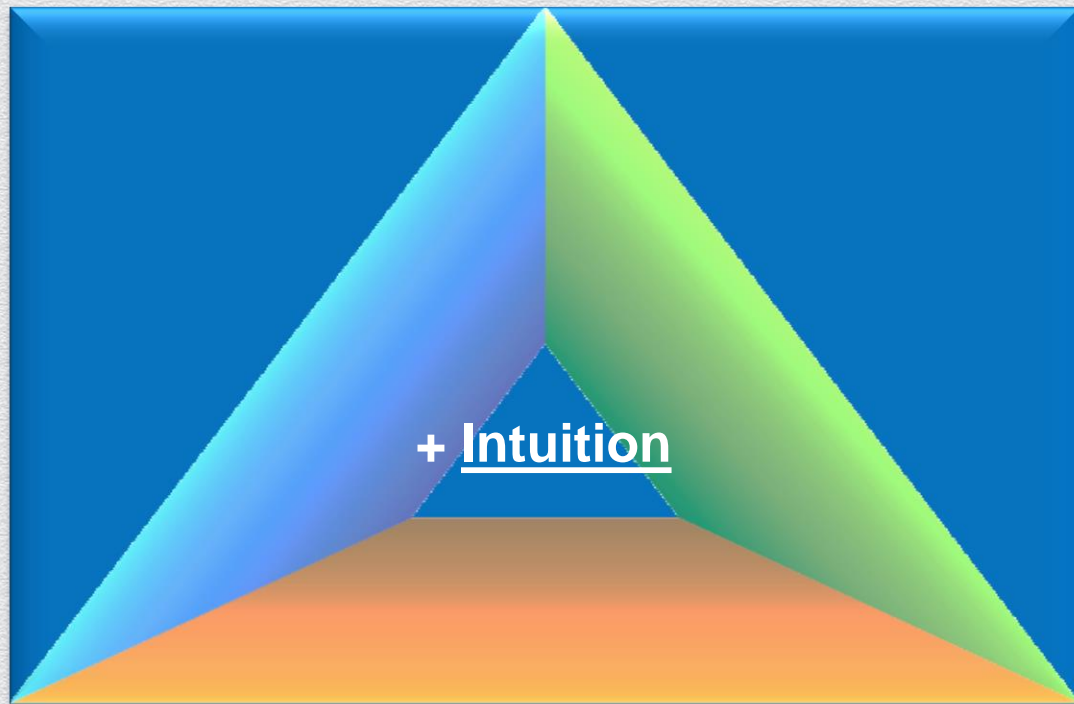
Ethics & Integrity Triangle

Principles

“Act as if the maxim of your action was to become a universal law of nature”

Values

Golden rule: “Do unto others what you would have them do to you”



+ Intuition

Consequences

“Do what produces the greatest good for the greatest number”



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A satellite view of Earth from space, showing a large, swirling hurricane or cyclone over the ocean. The text is overlaid in yellow.

Risk surrounds and envelops us.

**Without understanding it,
we risk everything,
without capitalizing on it,
we gain nothing.***



Call to Action

- ◆ Security Built-In
- ◆ Privacy by Design
- ◆ Connected Security
- ◆ Consequence and Impact
 - ◆ To the Users and Society



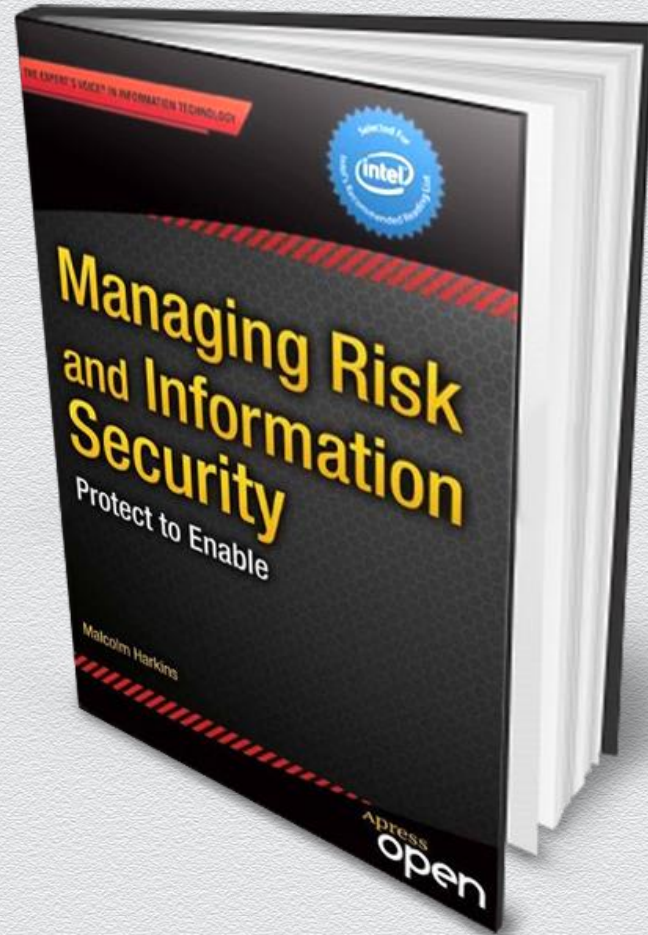


Moderation in temper is always a virtue;
but moderation in principle is always a vice



Managing Risk and Information Security

By: Malcolm Harkins



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Thank You