

# RSAC<sup>®</sup>Conference2015

San Francisco | April 20-24 | Moscone Center

SESSION ID: HUM-F01

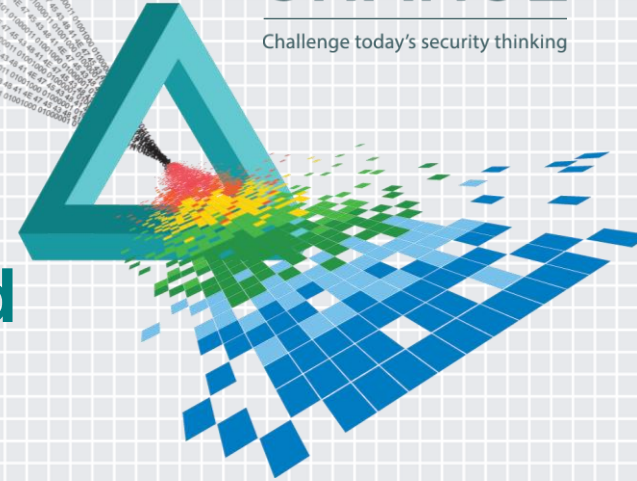
## Securing Boomers, Gen Xers, and Gen Yers, OMG We Are So Different!

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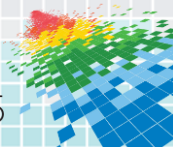
# CHANGE

Challenge today's security thinking



# For Our Time Together Today...

- ◆ The Workforce Today
- ◆ Review Privacy Laws and 8 Common Principles
- ◆ Present the Language of Privacy
- ◆ Final Thoughts



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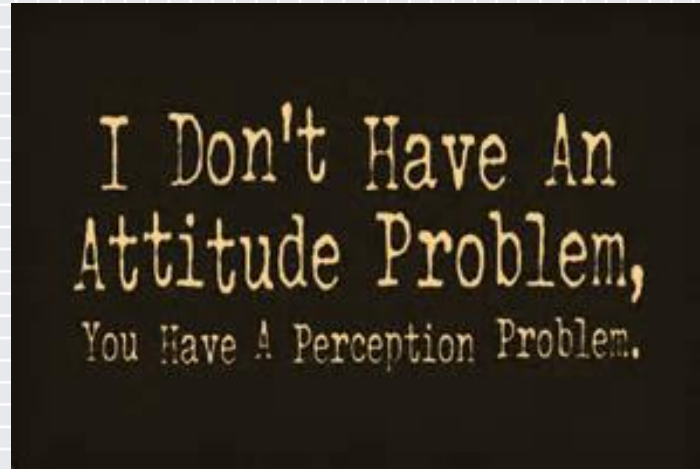
## The Workforce Today



 #RSAC

## Global Scarcity of Talent

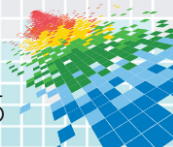
Technology  
Changing  
Work



Aging workforce

Workforce  
Consolidation

### Managing multi-generational workforces



# Varies By Country



Projected change in the working-age population (15-64)

Source: Deloitte Research/UN Population Division, It's 2008: Do You Know Where Your Talent Is?

# Different Times, Different Values

**Traditionalist**



**Boomer**



**Gen X**



**Gen Y**



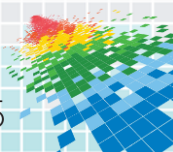
**Gen Z**



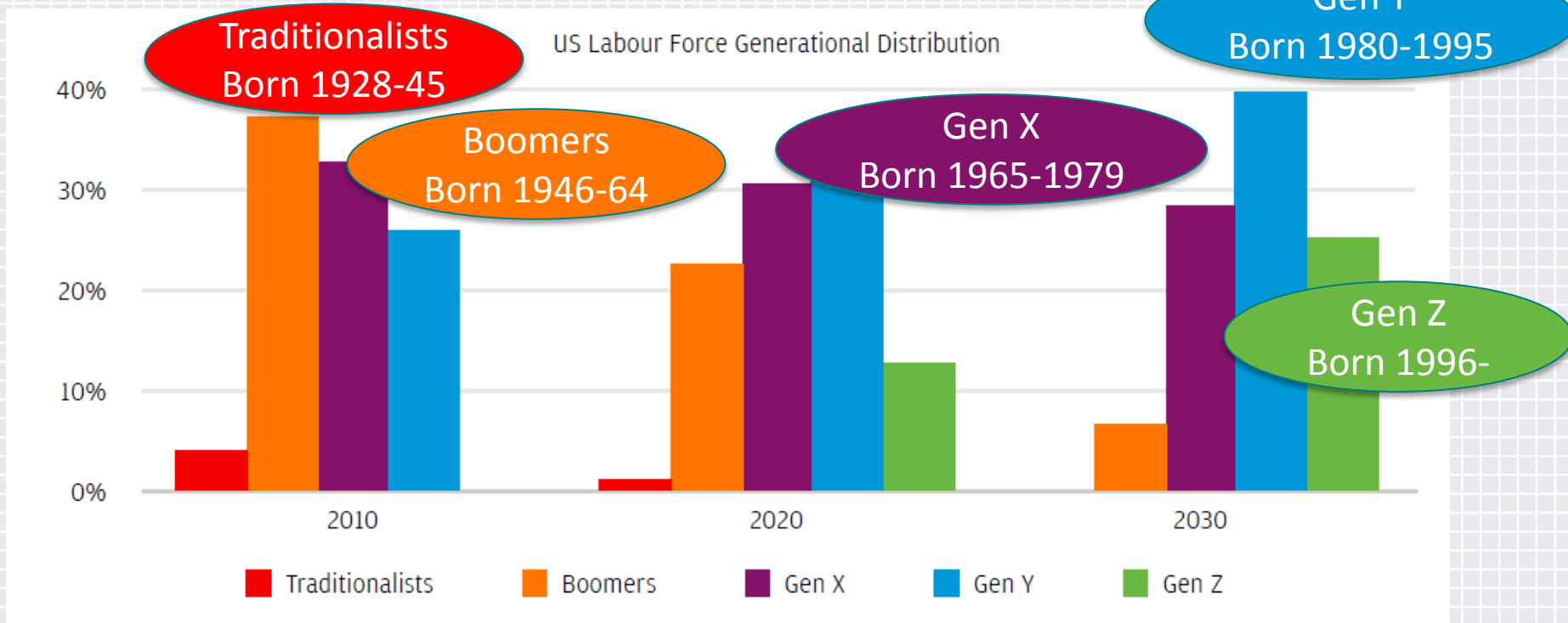
**Born 1928-1945   1946-1964   1965-1979   1980-1995   1996 -**

Each generation approaches work differently, shaped by the economic, social and political forces of their time ultimately forming their individual preferences.

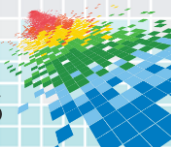
© 2011 Tamara J. Erickson and Moxie Insight.  
U.S. Dept of Labor (Date Range 1946-64, 1965-79)



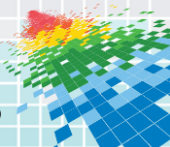
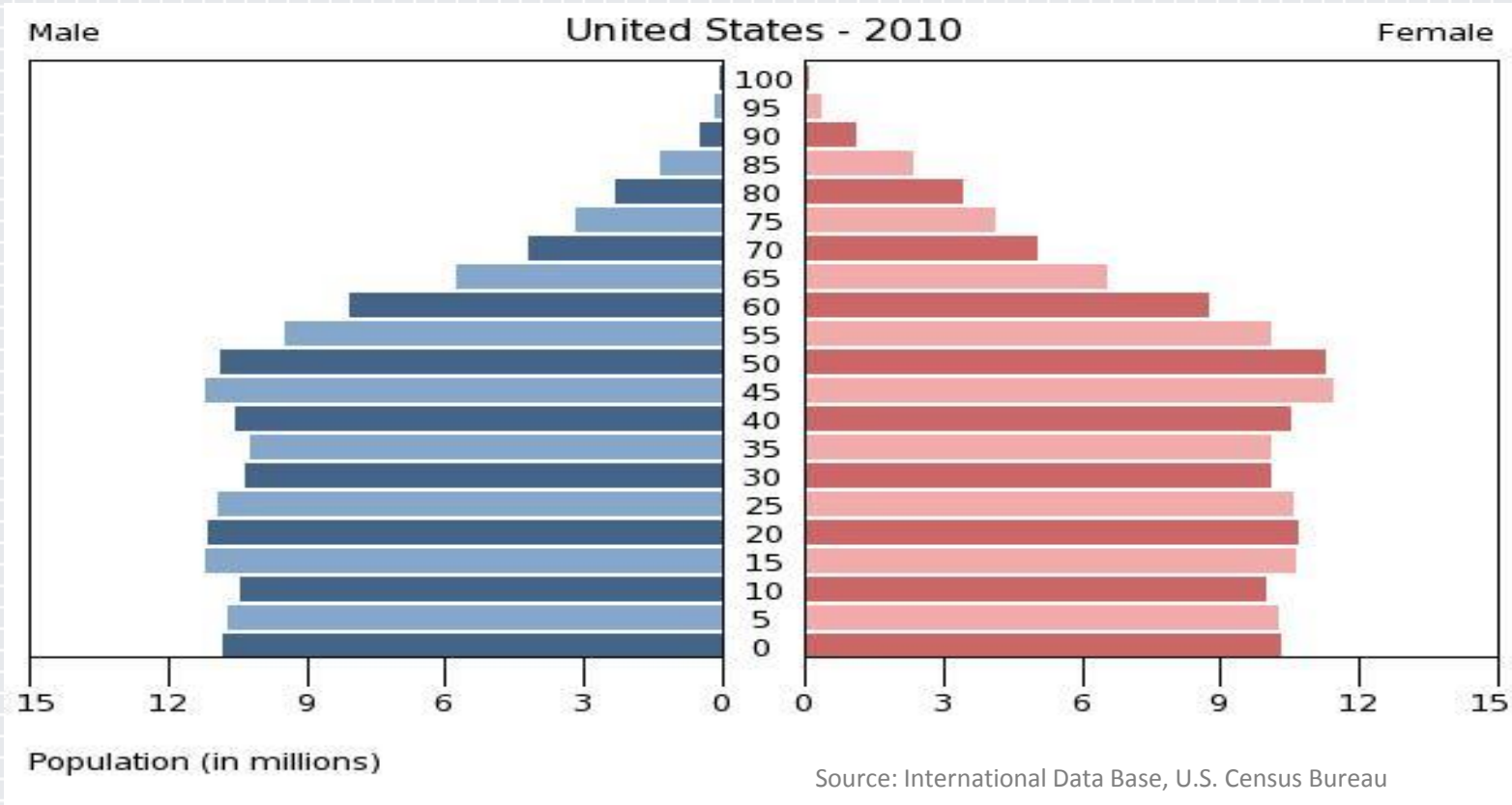
# The Workforce is Changing Dramatically



Source: Hot Spots Movement, 2011- The Future of Work

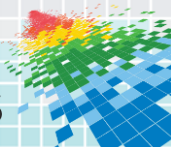


# The United States Population Pyramid





# Generations Defined By Moments



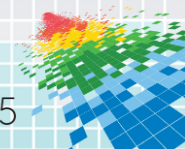
# Traditionalists: Born 1928 to 1945

Traditionalists shared experiences of the 1940s and 1950s in the United States:

- ◆ Allied military success in World War II
- ◆ The early days of the Cold War
- ◆ A wave of new technology
- ◆ Booming Post-War economy
- ◆ Growth of suburbs
- ◆ Increased availability of consumer goods



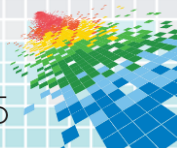
Source: Tamara J. Erickson and Moxie Insight..



# Generations Defined By Moments

IMAGINE  
no possessions there's no heaven,  
It's easy if you try I wonder if you can  
no need for no hell below  
greed or hunger us, above us  
a brotherhood only sky  
of man IMAGINE  
all the people all the  
sharing living  
all the for today  
WORLD IMAGINE  
You may there's no  
say I'm a countries  
DREAMER It isn't  
but I'm hard to do  
not the Nothing  
only one to kill or  
die for  
and no  
Religion  
too....  
I hope IMAGINE  
someday all the  
you'll join us people  
and the world living life  
will be as one in PEACE  
You may say that I'm a dreamer  
but I'm not the only one

**GIVE A CHANCE**  
  
**PEACE**



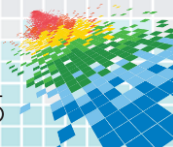
# Boomers: Born 1946-64

Boomers shared experiences of the 1960s and 1970s in the United States:

- ◆ Kennedy's "Camelot" Presidency
- ◆ Assassinations of Kennedy, King, and other idealistic leaders
- ◆ Vietnam/Widespread Protests
- ◆ Civil Rights/Women's Liberation
- ◆ Watergate and Nixon's resignation
- ◆ Lots of other Boomer teenagers!



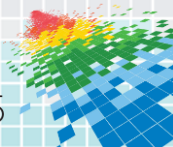
Source: © 2011 Tamara J. Erickson and Moxie Insight.



# The 1967 Man of The Year



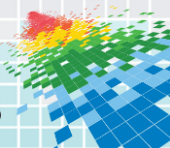
# Generations Defined By Moments



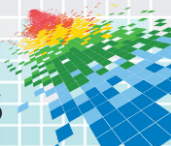
# Gen X: Born 1965-1979

Generation X's shared experiences of the late 1970s through the Mid-1990s in the United States:

- ◆ Widespread layoffs from re-engineering
- ◆ Troubled economy/Era of "Greed is Good"
- ◆ Women entering the workforce
- ◆ Rising divorce rates
- ◆ Challenger shuttle disaster/First Gulf War
- ◆ CNN and electronic games



# Generations Defined By Moments





# Gen Y (Millennials): Born 1980-1995



Generation Y Shared experiences of the Mid-1990s through the late 2000s in the United States:

- ◆ Terrorism: 9/11, World Trade Center, Oklahoma City
- ◆ School violence: Columbine
- ◆ Ubiquitous technology
- ◆ Clinton's sexual indiscretions
- ◆ Working mothers
- ◆ Pro-child culture

# \$h\*! Gen Y's Say\*

Can I bring my iPhone, iPad and Mac to work and use this?

Can I text my manager if I am sick rather than call in?

Do I have to show up each day?

How long will it take to become next CEO?

Can I access Facebook and Twitter at work?

Do I have to wear shoes to work?

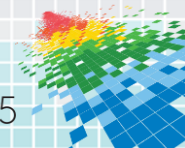
Do you drug test often?

Can I friend my manager on Facebook once I get hired?

Does your company have game room, nap room, sports team?

Do I really need to be on time? Is it ok to be 15-30 late each day?

\*Not the Actual Name of the Survey



# Changing View of The World

## THEN



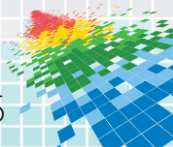
- ◆ Cubicle Slavery
- ◆ Job For Life
- ◆ Personnel file at Big Co
- ◆ Do What You Are Told
- ◆ Competence
- ◆ Corporation Peers
- ◆ Work with the same folks day in and day out
- ◆ Become the boss (after 25 years)
- ◆ Goal: Get through the day
- ◆ Know the “ropes”

## NOW

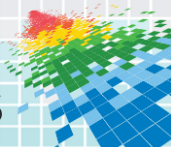
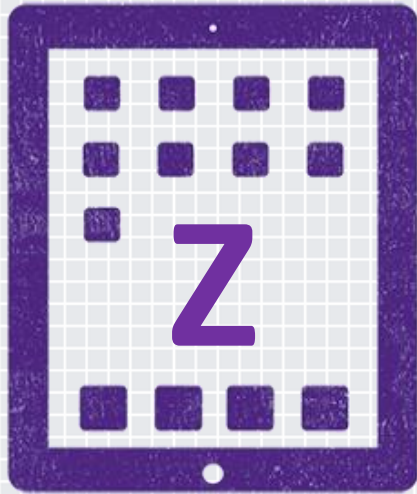


- ◆ Do what you Excel At
- ◆ Free Agent
- ◆ Temp Assignments
- ◆ Gig for Now
- ◆ Mastery
- ◆ Peers in my Craft
- ◆ Shifting of Network Partners
- ◆ Be the Boss (Now)
- ◆ Goal: Get things Done
- ◆ Learn to Bungee Jump

Source: Tom Peters Essential Series “Talent”, 2005



# Generations...Defined By Moments



# Gen Z Enters the Workforce In A Decade

- ◆ They have grown up with shortages.
  - Energy
  - Water
  - Money
- ◆ Their work life will be different
  - Technology will replace jobs faster.
  - They will work for more women executives.
  - Work will be more virtual and lonely.
  - Their career(s) will be many and long.
  - Their focus will be on renewal.



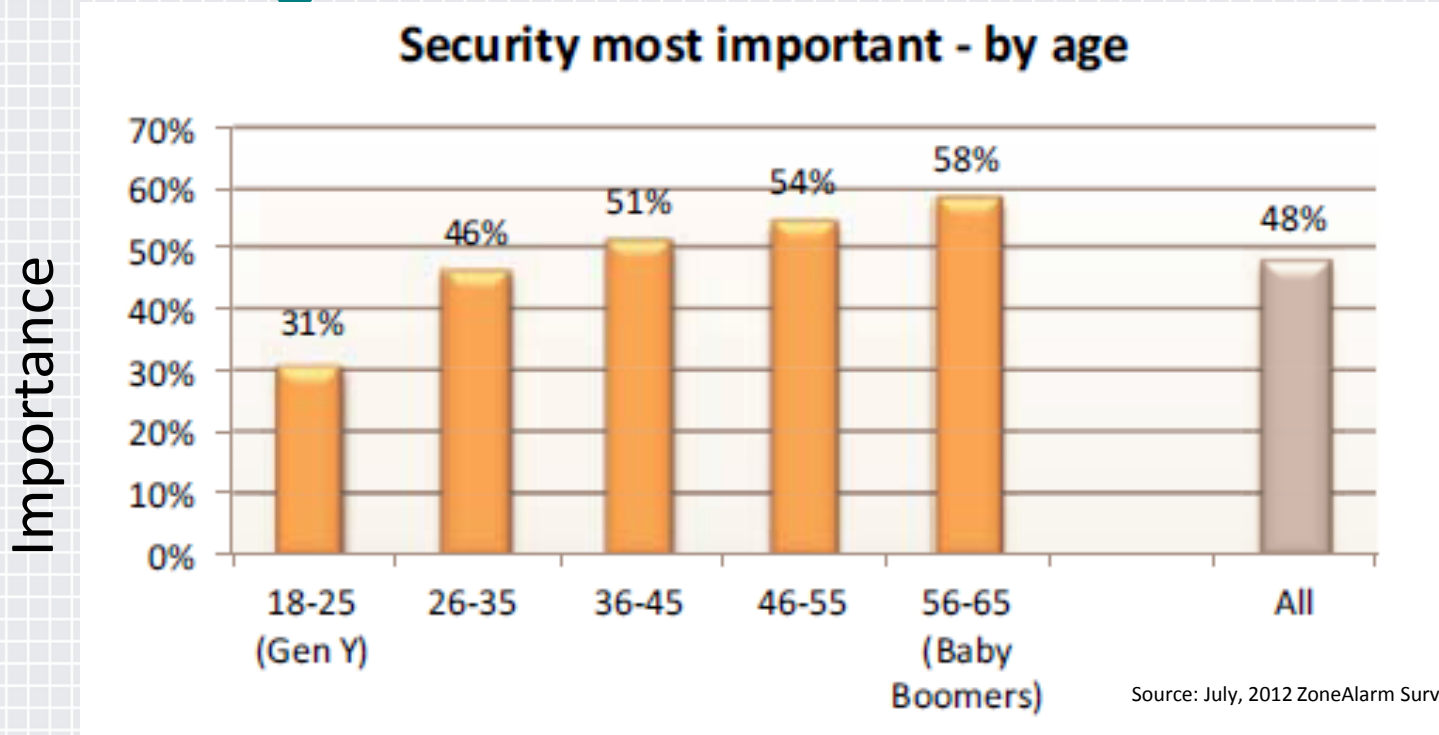
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## Let's Examine The Implications For Information Security

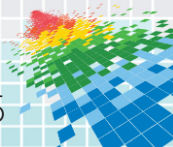
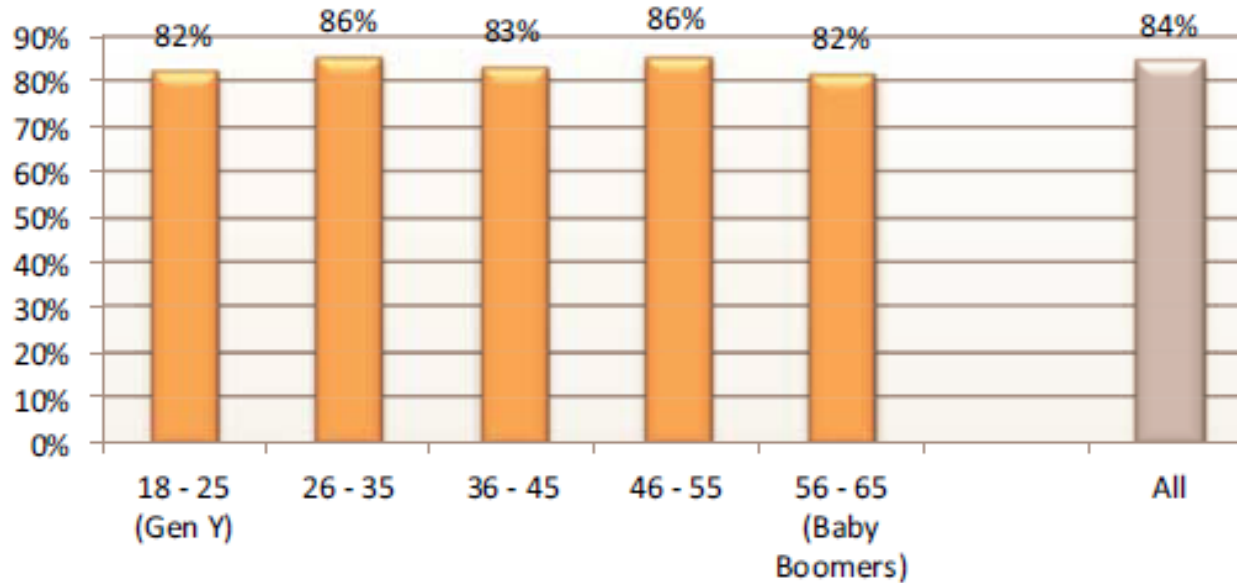


# Security Importance Increases With Age



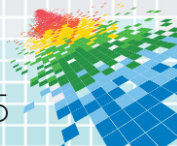
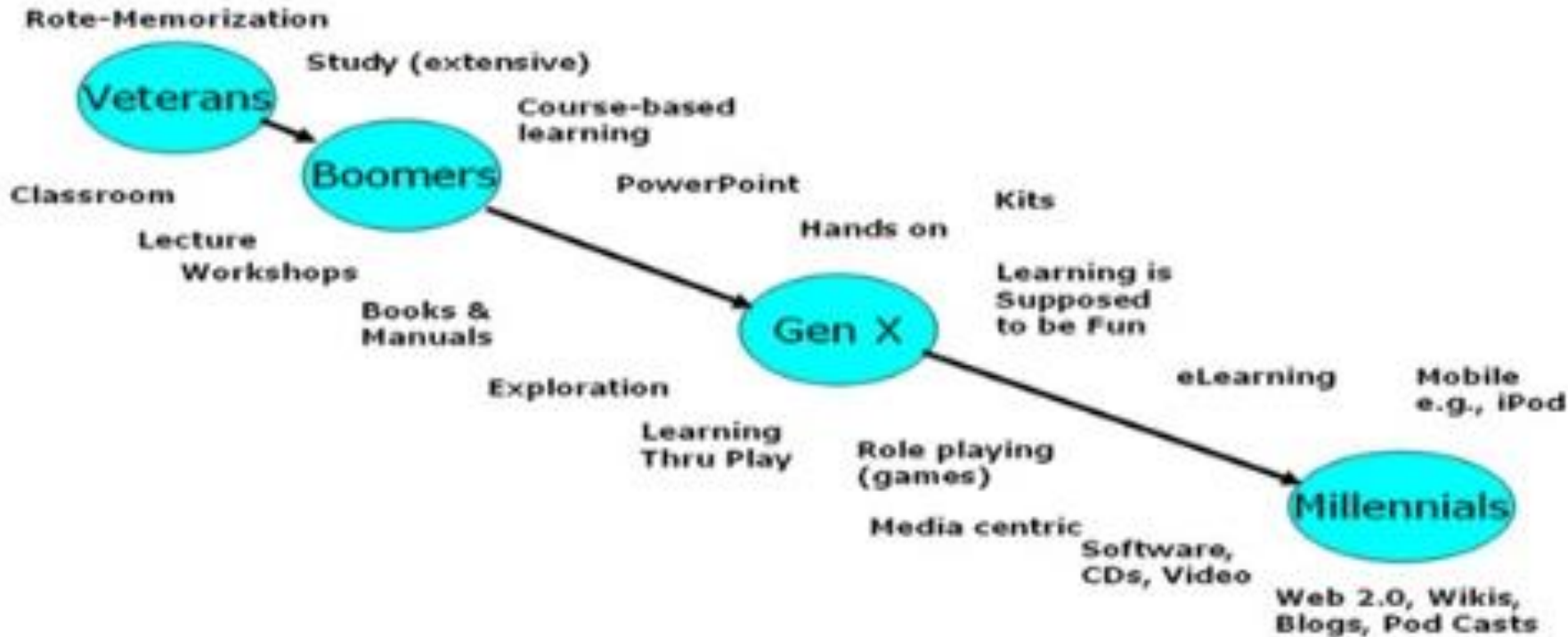
# No Matter What Differences In Security, All Groups Store Personal Information On Their Computers

Keep personal data on their computers - by age





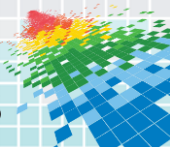
# Implications for Security Awareness



# Implications for Managing Security

Security Policy	Trends Influenced
Logon ID/Passwords	Smartphone, biometric, near field authentication
Secure File Sharing	Off premise working, cloud storage, large file collaboration
Social Media	Company information leaks, need to communicate regularly
Bring Your Own Device	Want latest, recruiting/retention tool
Cloud Applications	Risks need to be communicated, many will just 'try it'
Security Careers	Multiple career paths, must be challenging, socially responsible, flexible
Awareness Training	Interactive, bite-sized, game-based training

*Enterprise Security's Overlooked Factor: The End User's Age, T.Fitzgerald, Darkreading.com, Oct 2013*



# Leading a Multiple Generation Workforce

Don't Judge

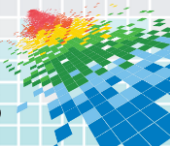


Build Trust

Appreciate Differences



Embrace Diversity



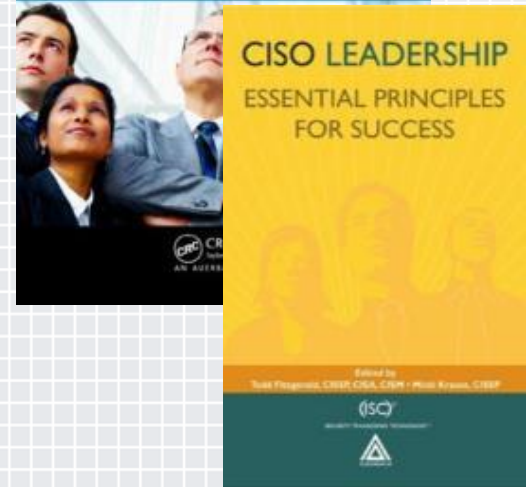
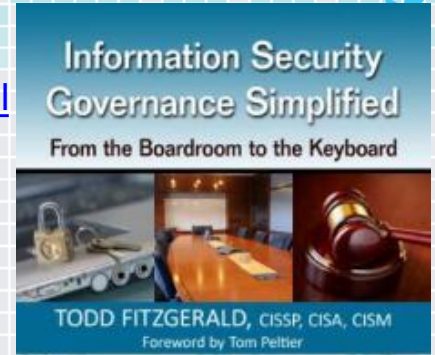
# Final Thoughts...We Will All Need To Adapt

- ◆ Mobility demand will be greater than ever
- ◆ Gen Y will change work environment for collaboration
- ◆ Institutional knowledge transfer/leadership needs to happen now
- ◆ Policies & Training on downloads/sharing/Internet/email/social media/texting/camera phones onsite and off



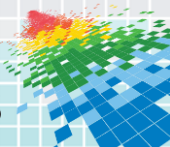
# Suggested References

- ◆ [BOOMERS:http://www.youtube.com/watch?v=BLOUKnndjFc&feature=fvwrel](http://www.youtube.com/watch?v=BLOUKnndjFc&feature=fvwrel)
- ◆ [GENX:http://www.youtube.com/watch?v=COjyR0rbIX8&feature=fvwrel](http://www.youtube.com/watch?v=COjyR0rbIX8&feature=fvwrel)
- ◆ [GENY:http://www.youtube.com/watch?v=9SKtx\\_e7bDk](http://www.youtube.com/watch?v=9SKtx_e7bDk)
- ◆ C. Espinoza, Managing the Millennials, Discover the Core Competencies for Managing Today's Workforce
- ◆ Tamara Erickson, Plugged In: The Generation Y Guide to Thriving at Work



## PERSONALITY/MBTI AND SECURITY COMMUNICATIONS

- ◆ *Information Security Governance Simplified: From The Boardroom to the Keyboard (Fitzgerald)*
- ◆ *CISO Leadership: Essential Principles for Success (Fitzgerald & Krause)*
- ◆ *Enterprise Security's Overlooked Factor: The End User's Age, T.Fitzgerald*  
<http://www.darkreading.com/risk/tech-insight-enterprise-securitys-overlooked-factor---the-end-users-age/d/d-id/1140755?>



# THANKS MUCH FOR YOUR PARTICIPATION!



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