Selling, Training, Teaching, Doing: Tips from the Stool

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Our General Guidelines

• Network, network, network...
• Be a little nuts.
• Know your audience and objectives.
• Know the Stakeholders.
• Ask permission if you must.
• If you don’t want the answer, don’t ask.
• Keep list of Challenges and Successes handy.
• Ask for options, but make your own decisions.
• Stop looking for credit – Give it.
• If you don’t know the answer – Don’t guess.
• Tell stories and relate to audience.
First Steps

• Management expectations
• Identify Stakeholders
• Know responsibilities
• Assume authority required
• Know when to ask permission
• “Just do it.”
Resources

• Networking
  – Associations
    • FISSEA, ISSA, FEW, etc.
  – Conferences/Workshops
    • FIAC, GovSec, FISSEA Workshops, etc.
  – Mentors, Executives’ support staff

• Influence and Dollars
  – Auditors, Executives
  – Budgeters, Key Project Managers

• Quick One-Page Requirement Statement
  – Catchy Title, Point of Contact, Requirement, Options, Recommendation, and Funding.
Management

• Brief and Positive

• Mission and Management objective based
  – What is coming and impact.

• Know the Managers
  – Early or Late (Normal work day schedule)
  – Overview or Detailed
  – Questions or Solutions

• Enemies or Allies
  – Executive Staff, Peers, Mid-level managers, etc.
  – Auditors
  – Budgeters
Employees

• Short and Simple (KISS)
• Solve with Technical/Procedural Solutions
• Know your audience
  – Solve with Stickers
  – Give Techies the Jazz
  – Sea Stories
• Work with others
  – Physical/Facility Security Personnel
  – Human Resources, Data Center Staff
  – CFO, CIO, OIG