

Don't forget the PEOPLE!!!

The Weakest Link in National Security

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Real Learning for Real Life

**Don't
forget
the PEOPLE!!!**

The Weakest Link in National Security



Who am I?

How do you know?

How do I prove it to you?

Without compromising my privacy?





Ronald Woerner

- 20+ years corporate IT, 10+ Security
- B.S. Michigan State University
- M.S. Syracuse University
- USAF Intel Officer
- CISSP & Certified Ethical Hacker
- Professor & Director Cybersecurity studies





The closest the security industry has to a rock star" - *The Register*

SCHNEIER
ON SECURITY
BRUCE SCHNEIER

SECURITY
YOU'RE DOING IT WRONG

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Google

STUXNET




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What it's all about

People



Six Ways to Make People Like You*

1. Become genuinely interested in other people
2. Relax and smile
3. Remember and use other people's names
4. Listen – concentrate on actively listening
5. Talk in terms of the other person's interests
6. Make the other person feel important

[*How to Win Friends & Influence People](#)
by Dale Carnegie



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Psychology of Risk

Pet risks



Risk Prioritization



Two Sides of Influence



LEADERSHIP

**SOCIAL
ENGINEERING**



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Spafford's Law

*If you have responsibility for security, but have no authority to set rules or punish violators, your role is to take the blame when something goes wrong.**

* Garfinkle & Spafford, *Practical Unix & Internet Security*, O'Reilly & Associates, Inc, 1996, p.39.



What's Missing???

SECURITY

SECURITY

Influence

&

Leadership



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Social Engineering

Technology is only a tool for manipulation

Social Engineering

“The art and science of
Skillfully maneuvering humans to take
an action that may or may not be in their
own best interests.”

(Chris Hadnagy,
Social Engineering, The Art of Human Hacking)



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Social Engineering

Preys on qualities of human nature:

The desire to be helpful

The tendency to trust people

The fear of getting into trouble

Acting without thinking



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People are human

They can't help it.



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Mindlessness



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Social Networks

twitter

last.fm

Linked in

Find me on

facebook®



dodgeball.com

flickr

digg

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Information is Everywhere



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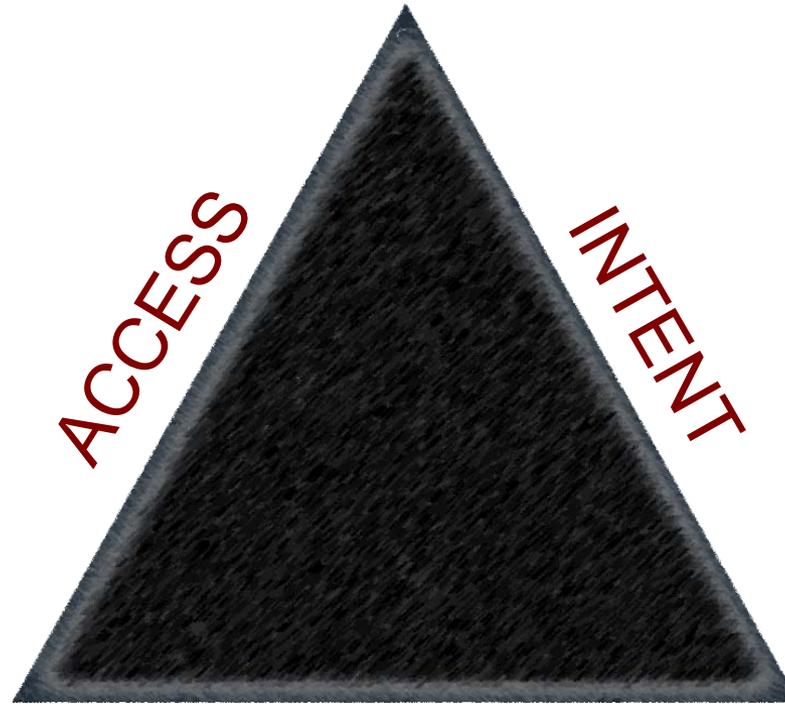
Trusted Insider



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Cressey's Triangle

FRAUD



KNOWLEDGE



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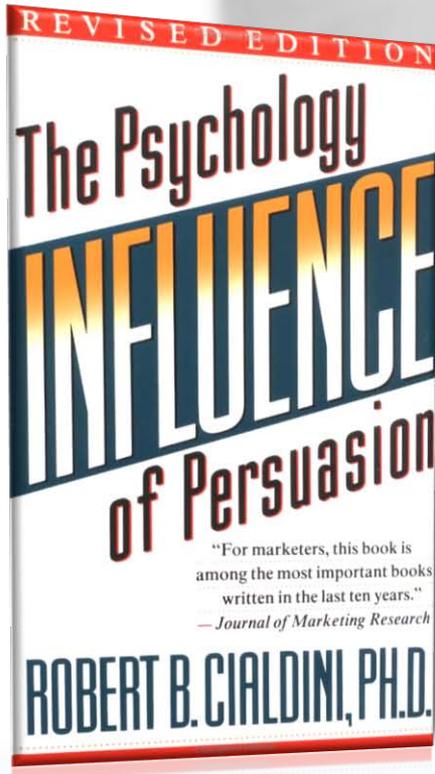
Solution?



Teach

- **Human Behavior,**
- **Influence / Leadership skills,**
- **Social Engineering**

Influence & Human Behavior



ROBERT B. CIALDINI, PH.D.
— Journal of Marketing Research



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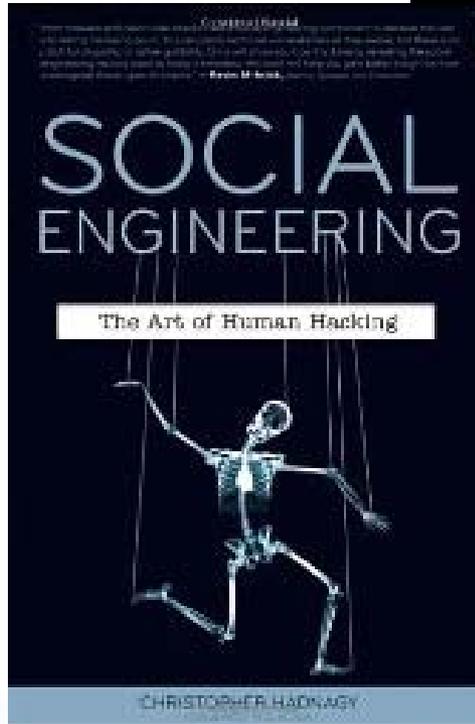
Influence

- Reciprocation
- Commitment & consistency
- Social Proof
- Liking
- Authority
- Scarcity



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Social Engineering



Techniques of Social Engineers

- Pre-texting
- Framing
- Elicitation



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How to contain???



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Non-technical Steps to Protect against Social Engineering

Stop – Gather Input – Take Action

Personal Security Awareness Culture



STOP

THINK

CONNECT™



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Universal Participation



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What it's all about

People



Seek first to understand – then to be understood.
-Dr. Stephen Covey

People don't care how much you know until they know how much you care. - Dr. John Maxwell

You'll have more fun & success helping other people achieve their goals than you will trying to reach your own goals first. - Dale Carnegie



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