



AIR
LAND
SEA
SPACE
CYBER

SEEs, and Red Locks

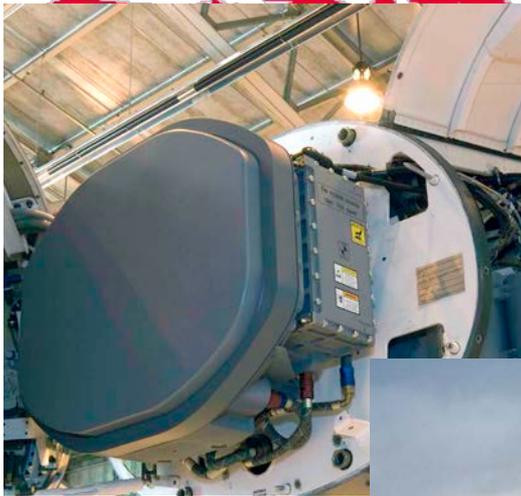
Gared Chastain
Jayme Jordan

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Or...

how Raytheon succeeded in garnering executive support, creating a brand and educating our employees on cyber security.

Raytheon Overview



Sensing

emp



ldwide



C4I



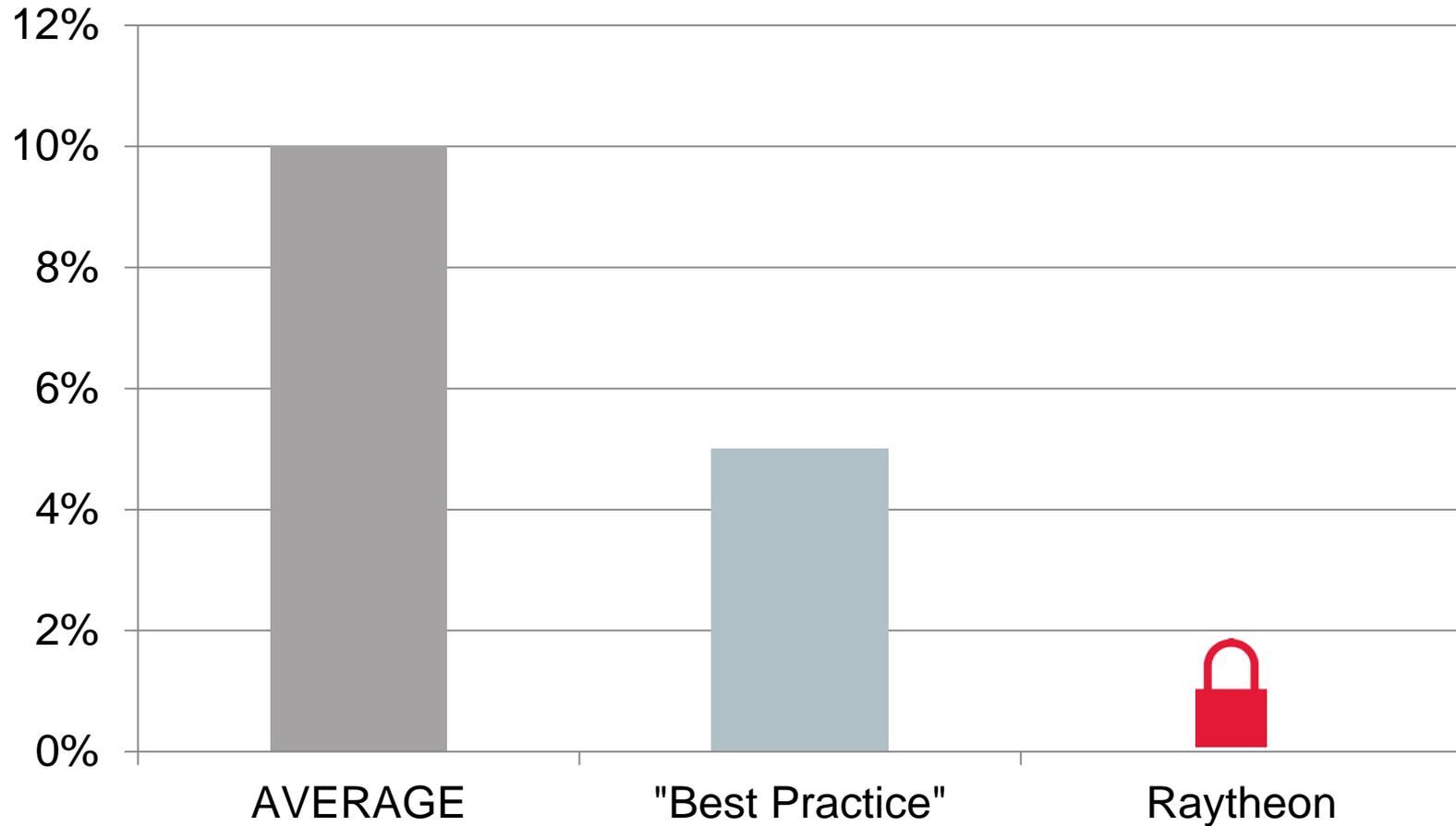
Effects



Mission Support

Our Success...

Email "Click through" Rates (or the % of users doing bad things)



How Did We Get Here?

“This is so much work to do...”

“How do we convey the message?”

“We don’t have an army of people!”

“#\$%^@!!!”

“We need to rethink this.”

“Maybe we should talk to <insert name> and get support?”

“#\$%&@!”

Long journeys are best planned....and then adjusted

Garnering Executive Support



Garnering Executive Support

"Raytheon's security team is constantly working to strengthen the company's information defenses, but the **threat continues to grow**.

"It is up to each of us, as individual employees, to accept responsibility for securing the information within our control. We need to increase our level of commitment and **change our behavior**. Raytheon's **(RTN Secure)** initiative will help us succeed in this mission. Our customers, company and colleagues are counting on us."

—**Bill Swanson, Chairman and CEO**

RTN Secure Program



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RISK MANAGEMENT & GAP CLOSURE

- Align to threat landscape & business needs to mitigate risks
- Support innovation and capabilities
- Enable future services for secure end-user productivity

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UNIFIED MESSAGING

- Drive consistent enterprise messaging
- Manage the RTN Secure brand and maintain its brand integrity
- Align with RTN Secure Learning Strategy and objectives

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END USER ANALYSIS & LEARNING

- Align to threat landscape
- Identify pivotal enterprise learning objectives
- Deliver best-value solutions to end-user
- Leverage communications to reach target audience

Creating a Brand

Lock reinforces
"Security" in a
simple way



■ What Did Not Make It

- Can be easily translated to communication vehicles
- Cartoon Characters
- due to simplicity, external or internal versions
- Intricate Designs
- People
- Trademarks
- Full Company Name

■ Considerations

- Internal vs. External
- Audience

"Raytheon Red"
as the color
choice

- Artifacts it is applied to

Branding Evolution



2008

- Cartoon visualizations of threat
- Initial introduction with overall brand
- Awareness driven, not training



2010

- Moved away from cartoon threats
- More serious tone
- Scenario based
- Increased “noise”
- Annual tagline



2012

- Branded learning center established
- Governance established to reduce noise
- Symbol for our IT Security team and prioritized efforts

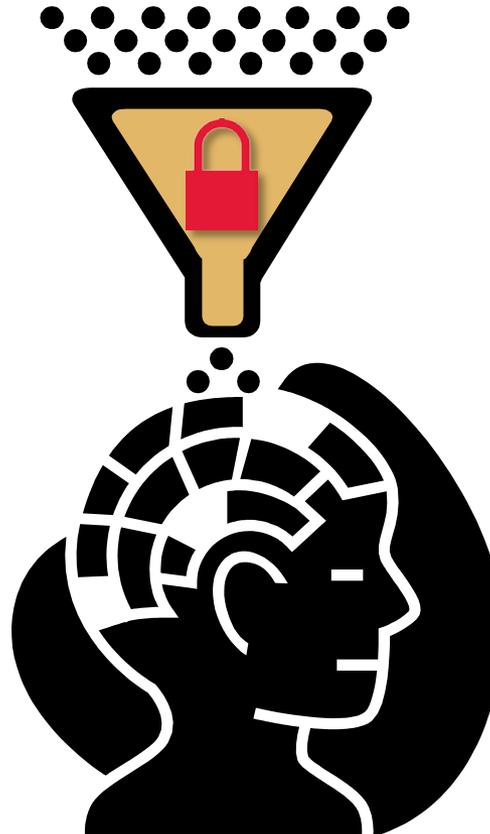
Now that we have your attention...

Don't take your attention for granted!

BLAH

BLAH

BLAH



Choose Your Battles...How?

- Understand top human-based risks to your org
 - External benchmarking & trends
 - Internal Metrics & Assessments
 - Subject Matter Experts (SMEs)
- Map the risks to contributing human behaviors and the associated learning need
- Choose your “Fave Five” (or twelve) focus areas each year
 - Generate your “message” for each area
 - Launch awareness and training for one at a time
 - Capture before & after metric snapshot when possible

Focus Areas (Examples)

Sending Email Securely

Going Mobile with Data

Installing Software

Working from Anywhere

Protecting your Password

Protecting your Laptop

Example: Threat Target Prevention

Behaviors / Learning Needs	Data Sources & Need Identification Methods
<p>Users are enabling APT spearfishing via open sourcing by clicking links and opening malware attachments (why) Users do not understand the level of risk associated with phishing</p> <p>General "risky" behavior using social media and sharing too much sensitive personal data (why) Users do not understand how/why to secure social networking accounts</p>	<p>IF&R and IREC Survey</p> <p>Information Security Risk</p> <p>Risky Internet Use</p>
Message	
<p>Recognize There is a risk associated with the amount of personal information that is shared within social networking sites such as Facebook™ and LinkedIn™.</p> <p>Understand By sharing too much information publicly, you are providing valuable insight into your relationships, your interests, and your employment, which can be used to craft a custom targeted attack phishing campaign.</p> <p>Act</p> <p>Secure your social media profiles to the appropriate level for those you trust</p> <p>Do not share employment or program information to the public</p>	

Delivering the Message

- Understand your organization's available "learning vehicles" (...and constraints)
- Map each vehicle to the user's "*Moment of Need*"*
 - Which vehicle is most useful for each moment?
- Devise a total learning lifecycle approach for each top learning focus area. Focus on one at a time
 - Goal: Address all *Five Moments of Need* for each focus area
- Remember to allow flexibility for crisis communications & learning, too.

Gottfredson's Five Moments of Need	
Moment	Example
When learning for the first time	New software/tool
When learning more	Intermediate/Advanced users, new administrators
When remembering or applying what's been learned	Using the software/tool for the first time
When things go wrong	Clicking into a menu you didn't expect
When things change	Software v 2.0!

Example: Monthly Focus Areas

Focus Month*	Topic
Feb	Unapproved Software Installation
Mar	Securing Company data on removable media
Apr	Administrative Rights Risks
May	Connecting unapproved devices to the Company Network
Jun	(Travel) Peer-to-Peer Software (Chat, Music)
Jul	Protecting Company data with Business Partners
Aug	(Travel) Lost/Stolen Assets
Sept	Secure use of Company Smartphones
Oct	Safely navigating URLs and shortened links
Nov	Safely using social media
Dec	Sending Sensitive data to personal email (incl. tax forms, Performance Review data)



Selected Vehicles	Moment(s) of Need
Intranet News Articles	-When Learning for the First Time -When Something Changes
Internal Blogs	-When Learning More -When Something Goes Wrong
Internal "YouTube" Videos	-When Learning for the First Time -When Learning More -Applying Learning -When Something Goes Wrong -When Something Changes
"Grassroots Advocacy" through identified highly-networked groups	-When Learning for the First Time -When Something Changes
Software "Hooks"	-Applying Learning -When Something Goes Wrong -When Something Changes

Our Recommendations

- Carpe “significant emotional event” diem
- Build a recognizable brand and APPLY LIBERALLY ...but protect the brand
- Choose 5 – 12 learning focus areas annually
- Create a base of advocates by ASKING for input!
- Saturate using “SURROUND SOUND” messaging



Contact Information



Gared Chastain
Program Manager

gared.chastain@raytheon.com



Jayme Jordan
Enterprise IT Security Learning

Jayme_Jordan@raytheon.com