



SMOOTH  
SAILING  
SOLUTIONS

# SECURITY AWARENESS: MARY POPPINS KNOWS HER STUFF

---

FISSEA 2019, June 27-28

Hey, That's Not Mary

## **Matt Beland**

### **CEO, Smooth Sailing Solutions**

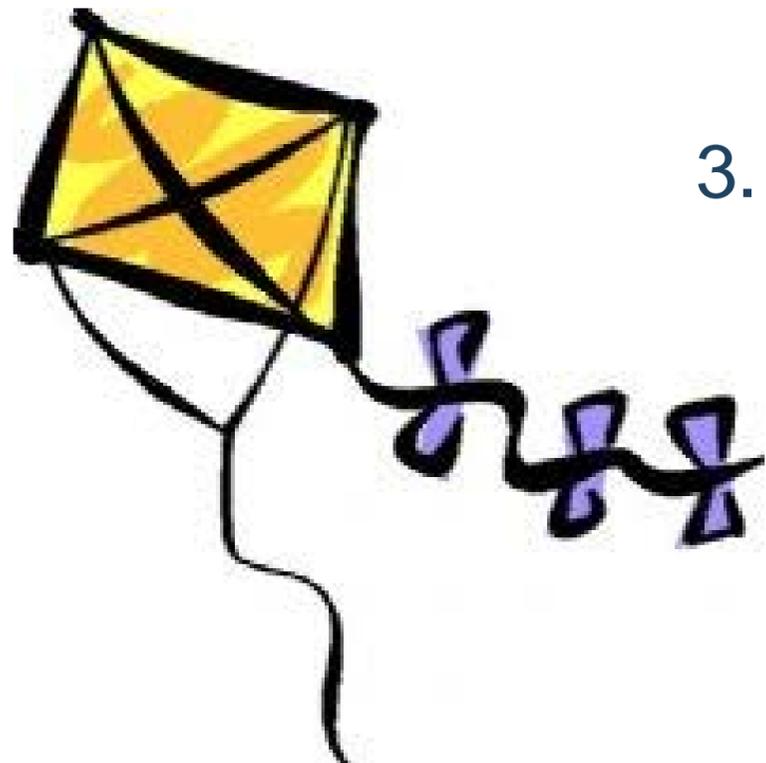
Twitter: @beland\_matt Email: matt@smoothsailingsolutions.com

Experience:	Decades (Two of them!)
Qualifications:	CISSP, CIPM, Ravenclaw
Risk Appetite:	Speyside / Highlands Scotch
Favorite Mary Poppins:	Julie Andrews
Spoonsful of Sugar:	3 Per Card (24g, 8g per standard "spoon")

## Key Points for Discussion Today

### 1. Awareness is Not Training

### 2. Awareness is a Process, Not a Project



### 3. Mary Poppins, Mary Poppins Returns are © Walt Disney Corporation

### 4. Different Cards, Different Flavors

# Mary Poppins Lesson 1

**CONSISTENCY IS THE KEY**



SEE SOMETHING?  
SAY SOMETHING!

**SEE SAY**  
SOMETHING SOMETHING

**IF YOU SEE SOMETHING,  
SAY SOMETHING.**

TAKE A MOMENT TO ALERT A POLICE OFFICER,  
AN MTA EMPLOYEE OR CALL  
**1-888-NYC-SAFE**



FUNDING PROVIDED BY GRANTS FROM THE U.S. DEPARTMENT OF HOMELAND SECURITY

**SEE**  
SOMETHING  
**SAY**  
SOMETHING



IF YOU  
**SEE**  
SOMETHING  
**SAY**  
SOMETHING

**Ruin a Bad Guy's Day**



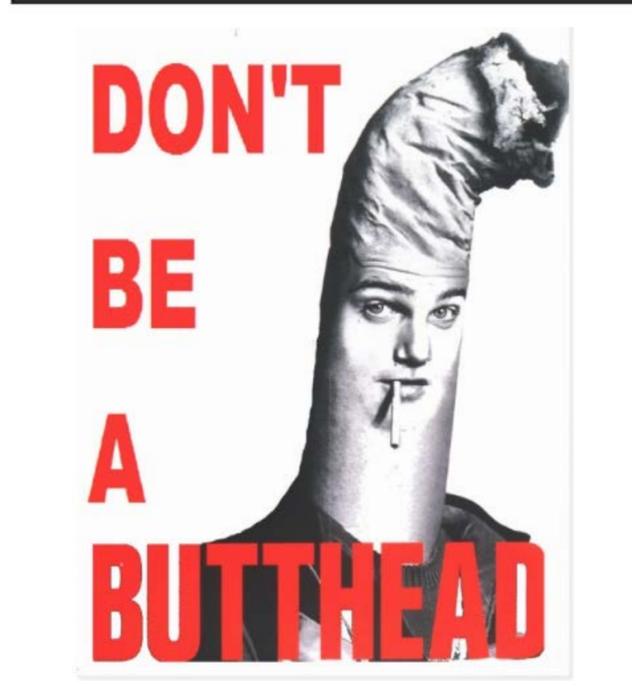
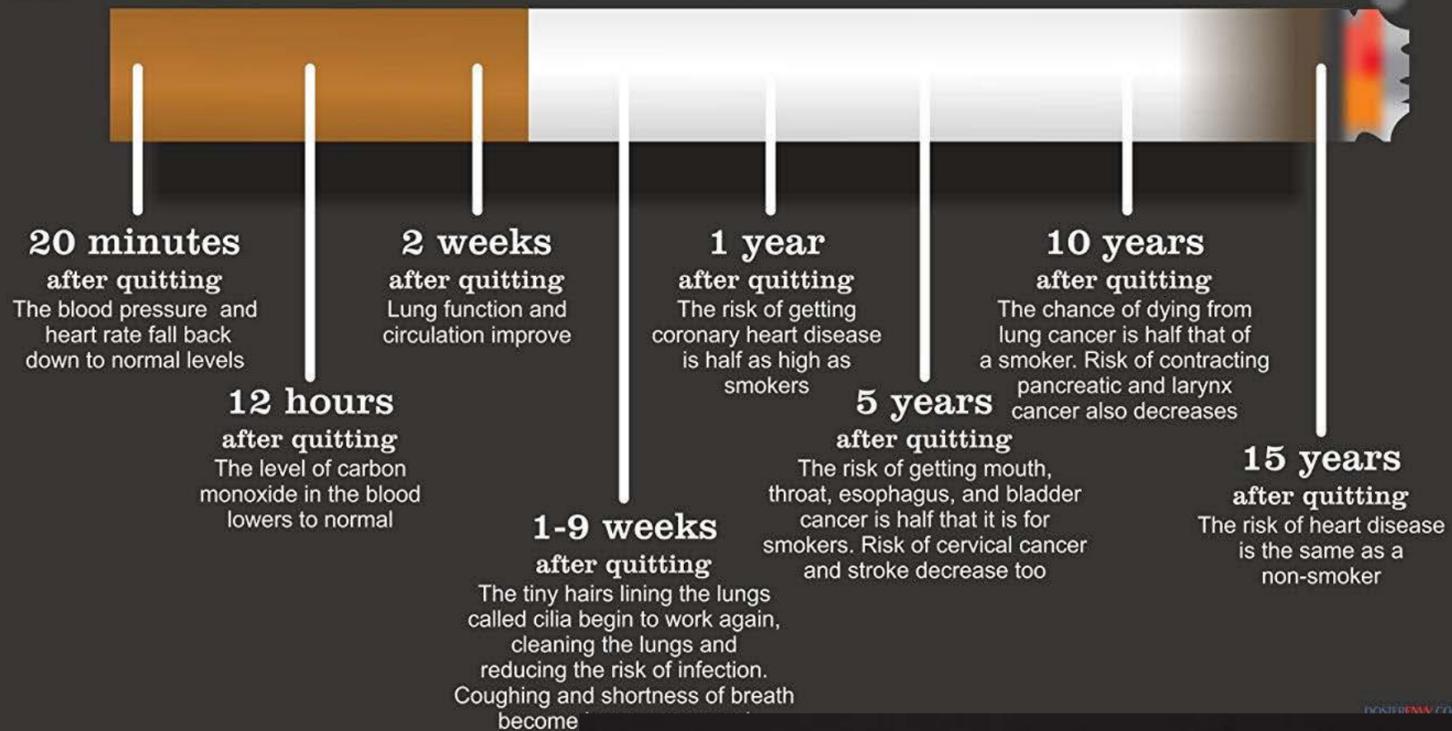
**IF YOU SEE  
SOMETHING  
SAY  
SOMETHING**

Report Suspicious Activity

## Mary Poppins Lesson 2



# WHAT HAPPENS WHEN A SMOKER QUILTS



# Mary Poppins Lesson 3



# YOU GET A GOLD STAR!

(and chocolate)



**SMOOTH  
SAILING**  
SOLUTIONS

Thank you for properly reporting a security incident.

You're helping protect our clients and the company.

*-Your Security Team*

## Key Takeaways

1. What is the core of your message?
2. Pay attention to reach and saturation – not enjoyment
3. Nudge your audience to change, don't drive them
4. Reward your preferred behavior in different ways





SMOOTH  
SAILING  
SOLUTIONS



Navigating Privacy and Security