Don’t forget the PEOPLE!!!
The Weakest Link in National Security

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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
Schneier on Security
Bruce Schneier

Security
You're Doing It Wrong

Bellevue University
Real Learning for Real Life
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
Psychology of Risk

Pet risks

Risk Prioritization
Two Sides of Influence

LEADERSHIP

SOCIAL ENGINEERING
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.*

What’s Missing???

SECURITY
Influence
&
Leadership

BELLEVUE UNIVERSITY
Real Learning for Real Life
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)
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
People are human

They can’t help it.
Mindlessness
Social Networks

twitter
last.fm
LinkedIn
dodgeball.com
Facebook
flickr
digg
Information is Everywhere
Solution?

Teach

• Human Behavior,
• Influence / Leadership skills,
• Social Engineering
Influence & Human Behavior
Influence

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

www.Social-Engineer.()rg
Techniques of Social Engineers

- Pre-texting
- Framing
- Elicitation
How to contain???
Non-technical Steps to Protect against Social Engineering

Stop – Gather Input – Take Action

Personal Security Awareness Culture
Universal Participation
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