



CYBERSECURITY | INNOVATION . AWARENESS . TRAINING

2020 Vision:

Bringing the Future of Cybersecurity Awareness and Training Into Focus

33rd Annual FISSEA Conference 2020 Summer Webinar Series

#FISSEA2020 | nist.gov/fissea





fissea
FEDERAL
2020

Summer Series

September 21, 2020

Storytelling in Cybersecurity: Your Ace in the Hole

Federal Information Security Educators (FISSEA)

About FISSEA

FISSEA, founded in 1987, is an organization run by and for Federal government information security professionals to assist Federal agencies in strengthening their employee cybersecurity awareness and training programs.

Purpose

- Elevate the general level of information security knowledge for the federal government and federally-related workforce.
- Serve as a professional forum for the exchange of information and improvement of information systems security awareness and training programs throughout the federal government.
- Provide for the professional development of community members.

Organization

- FISSEA seeks to bring together information security professionals.
- Each year, an award is presented to a candidate selected as Awareness and Training Innovator of the Year, honoring distinguished accomplishments in information security training programs.

The Learning Continuum

Awareness

- Campaigns: Cybersecurity Awareness Month; Stop.Think.Connect
- Building a Security Awareness and Training Program (NIST SP 800-50)
- Federal Information Security Educators (FISSEA)

Training

- Learning Experiences and Credentials (e.g., Certification, Certificate, Badge, etc.)
- Role-Based Training (NIST SP 800-16)
- FISSEA and National Initiative for Cybersecurity Education (NICE)

Education

- K12: Elementary, Middle, and High School
- Higher Education: Community Colleges, Colleges and Universities, and Professional Schools
- NICE – Education and Workforce

Engagement Opportunities

Awareness and Training ~ FISSEA (federal environments)

- FISSEA Community of Interest
- FISSEA Summer Series
- Annual FISSEA Conference and Exhibitor Showcase

Training and Education ~ NICE (education and workforce for the nation)

- Federal Cybersecurity Workforce Summit & Webinar Series
- Annual NICE Conference and Expo
- NICE K12 Cybersecurity Education Conference
- NICE Webinar Series



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Save the Date

FISSEA 2021

June 16-17, 2021

NIST Campus

Gaithersburg, Maryland



Innovator of the Year Award

FISSEA 2020

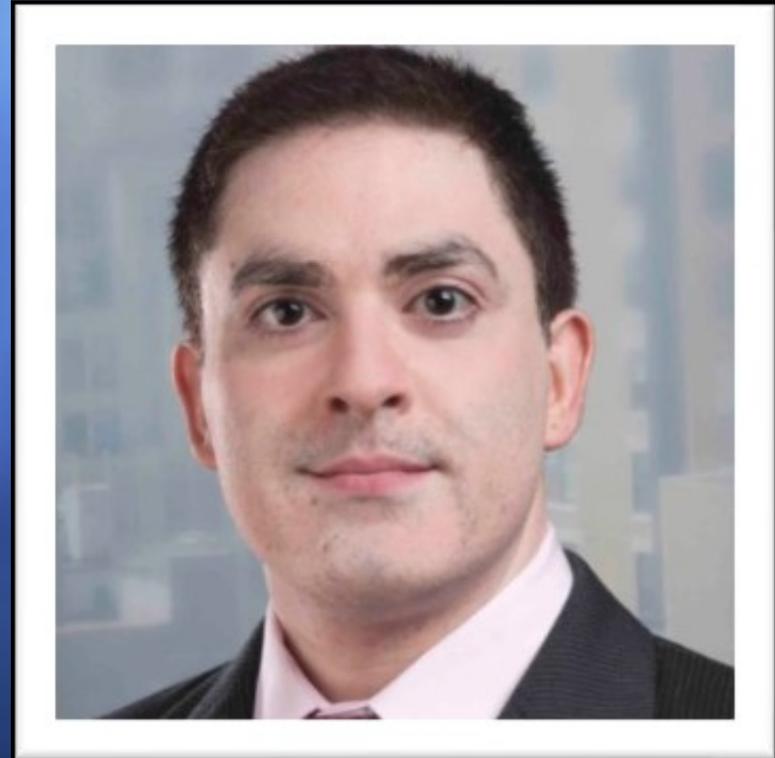
Honorable Mention

Richard Therrien

Director of Cybersecurity Architecture and
Implementation at the Internal Revenue Service for
Innovation and Excellence in Cybersecurity Training

Award Winner

Mr. Shehzad Mirza



*Thanks to all
who submitted entries!*

*A special thanks to our
judges!*



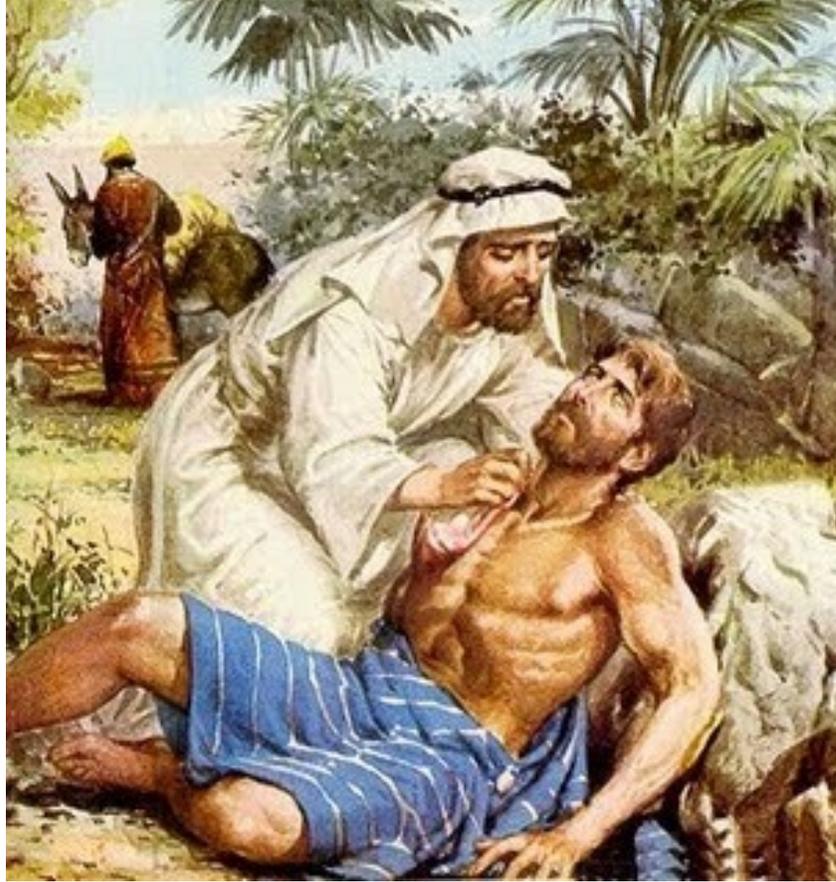
Storytelling in Cybersecurity: *How A Good Story Can Impact Business*

Presentation by: Sarah Moffat











About 106,000,000 results (0.62 seconds)

Videos



The Story of Business Storytelling

MindToolsVideos
YouTube - Sep 30, 2019



What is business storytelling?

IIDM
YouTube - Nov 19, 2015



Three Principles of Business Storytelling

Storywallahs
YouTube - Jul 7, 2017



Storytelling in business

Business storytelling is a distinct content discipline that leverages well-crafted narratives in a diverse range of content types, while content marketing is much broader and speaks to the collective efforts that companies use to communicate with their audiences in informative and engaging ways. Apr 23, 2014

contentmarketinginstitute.com > brand-business-storytelling- Business Storytelling: Key Questions

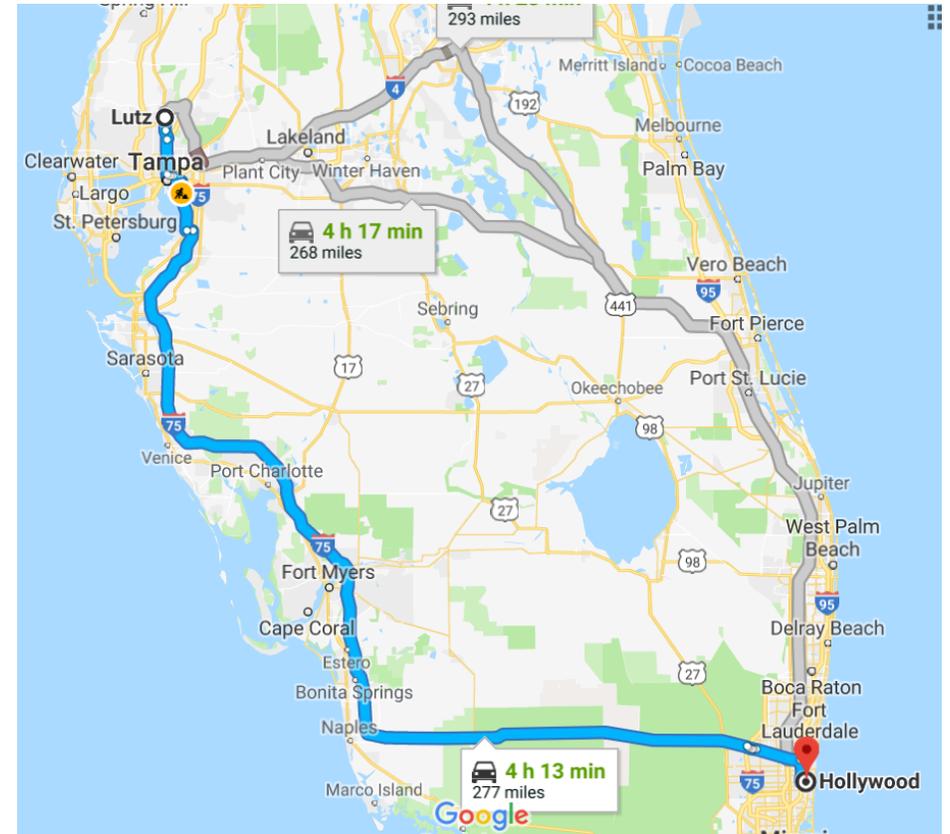
Importance

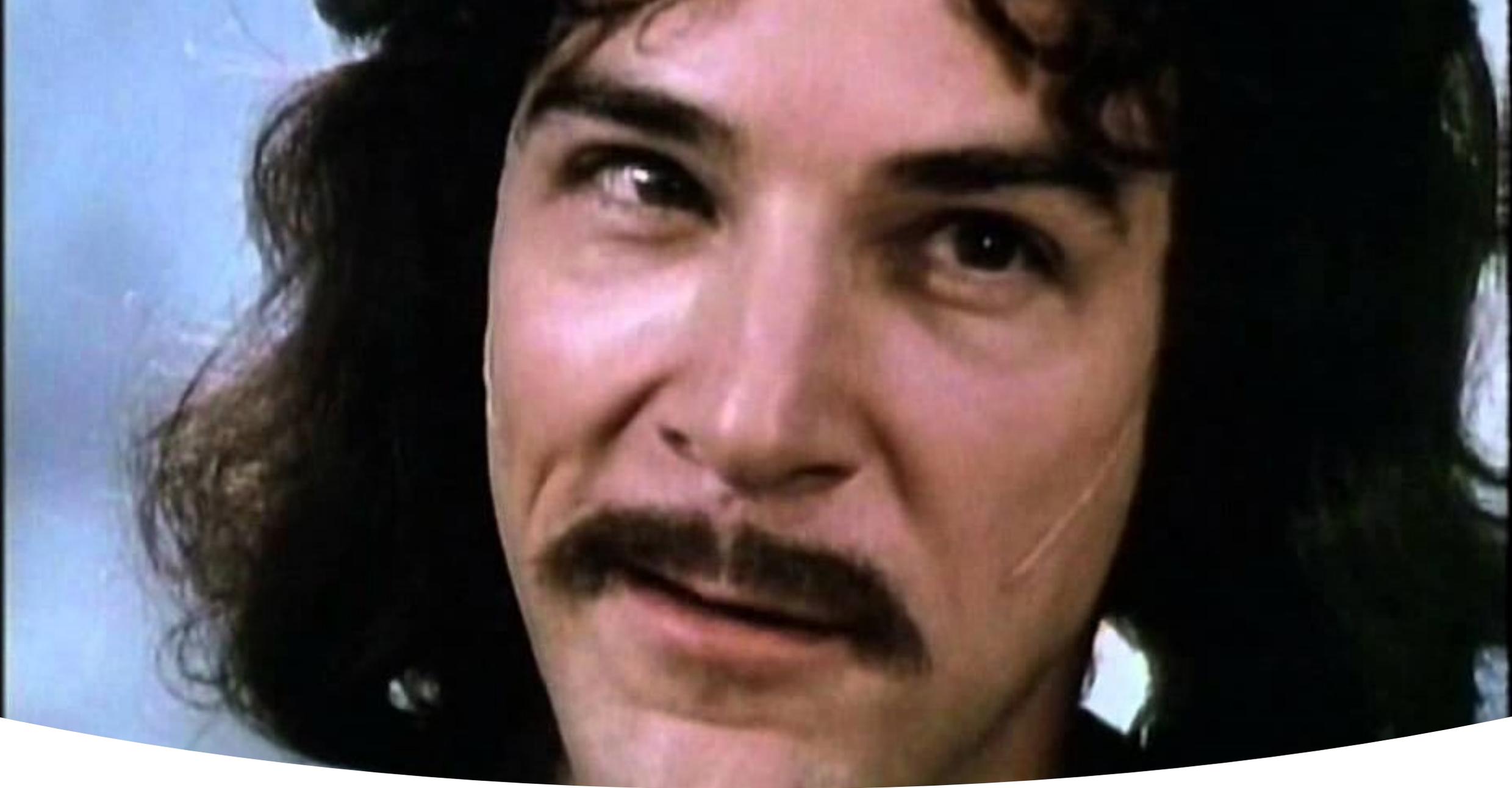
www.forbes.com > sites > mikedappel > 2018/01/17 > 5-essential-tips-...

5 Essential Tips For Business Storytelling - Forbes

Jan 17, 2018 - When done well, business storytelling gives a compelling reason for consumers to buy from you. A good brand can inspire trust between your ...

My Cyber Story







My "Bad Boy" Dad

- 39 years as a mainframe computer operator, systems programmer on IBM mainframes, operating system software developer, IT consultant, software development and project management for information technology projects and Microsoft PCs, servers, and databases
- USSS 20 Years
- 1993 USSS Raid on Cell Phone Cloning Operation



So, Now, Here I Am...



*What unites people?
Armies? Gold? Flags?
Stories. There's
nothing in the world
more powerful than a
good story. Nothing
can stop it. No enemy
can defeat it.*

– Tyrion Lannister

Stories ^{CAN} = Impact



INFLUENCE



BREAKTHROUGH



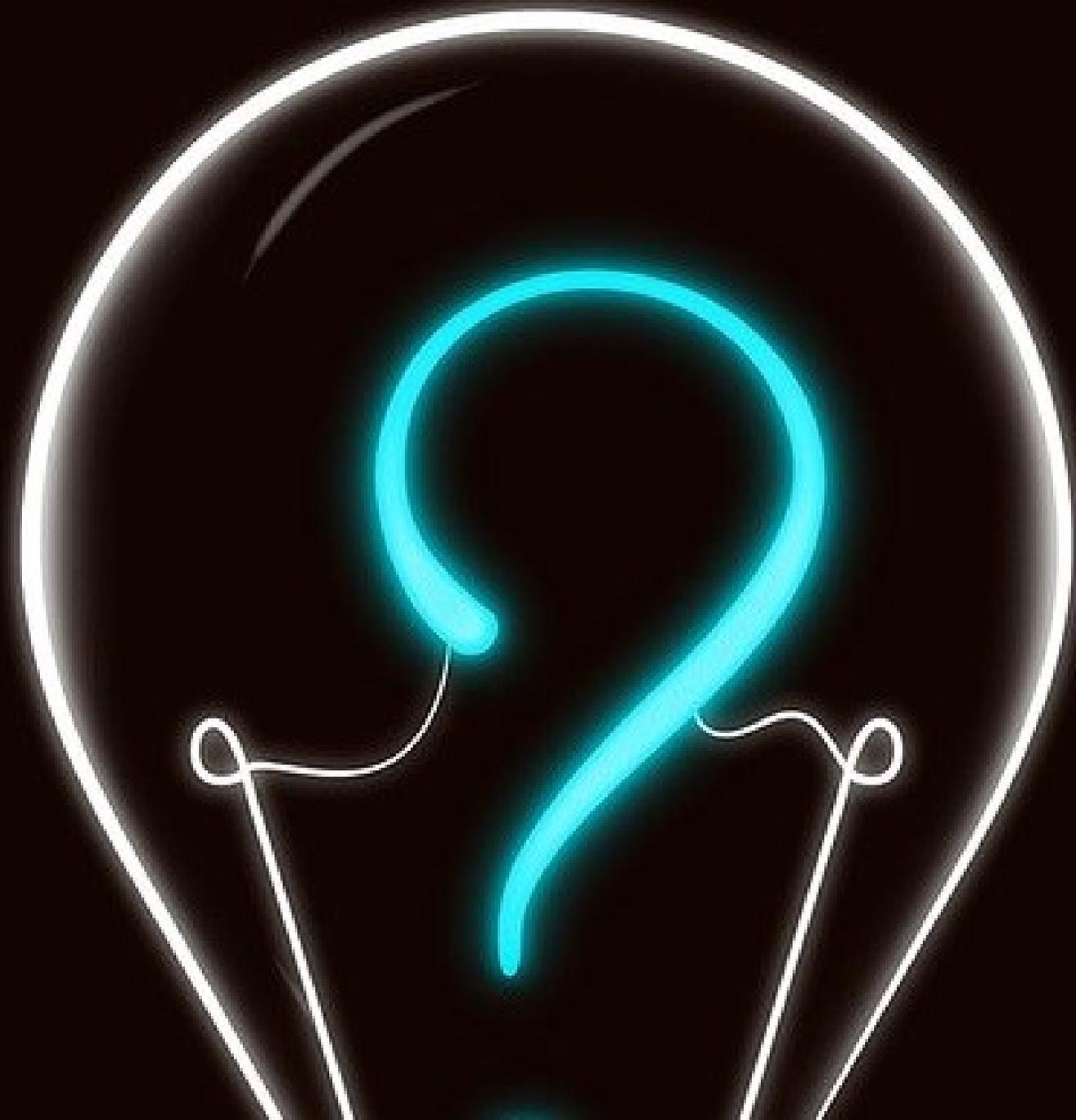
TELL VS. SELL



OVERCOME
COMPLEXITY



CREATE & SHARE
VISION



Where do Ideas Come From?

- Recurring patterns –
 - Slow hunches which take time to evolve in the background of your mind.
 - Collision between the smaller hunches until they become a big hunch.
 - Half-ideas that take time until the full idea incubates.
- Collision with other ideas
 - Talking with others.
 - Coffee house, idea exchanges, find partners (Mastermind / Round Table)
 - TED Masterclass
- Reading (and sometimes TV)
 - Borrow other people's ideas and combine them with your ideas and come up with something new. This is innovation!

idealog

Jot down your ideas / stories

- Pay attention during the day – stories will present themselves
- Read books and jot down your ‘ah-ha’s’
- Allow yourself time to incubate the idea

Through-Line

The Hook Brings You Back

In a series of lab tests Dr. Paul Zak discovered that compelling narratives cause oxytocin to be released in the brain, which effects our attitudes, beliefs and behaviors. Zak calls oxytocin “the moral molecule,” because the higher the oxytocin, the more likely people are to give money to a charity or buy in to an idea. “Narratives that cause us to pay attention and also involve us emotionally are the stories that move people to action.”

LEAN IN

is the *Best* of time
the *Worst* of time
~Charles

...Baby One More Time

As played by David Piate on Youtube:
https://youtu.be/zsyXU4s7n_g

Music: Britney Spears
Ar.



Tips



Know your audience



Don't try to pack things in... don't rush



Why does what you're saying matter? Make sure you've got real examples.



Cut back on your topics. *Cover less for greater impact.*



Let your Throughline help you filter out a lot of what you otherwise might say



Your throughline should be 15 words or less.

Questions to Ask



Is this a topic/story/idea I'm passionate about?



Does it inspire curiosity?



Is my story a gift or an ask?



Is my story fresh or is the information already out there?



Can I explain my story well in the time I have available?



Am I going to be able to make this worth my time and my listeners' time?



Am I credible to tell this story?

Practice



Once you've really got a solid throughline, practice saying it to other people. Watch their reactions.



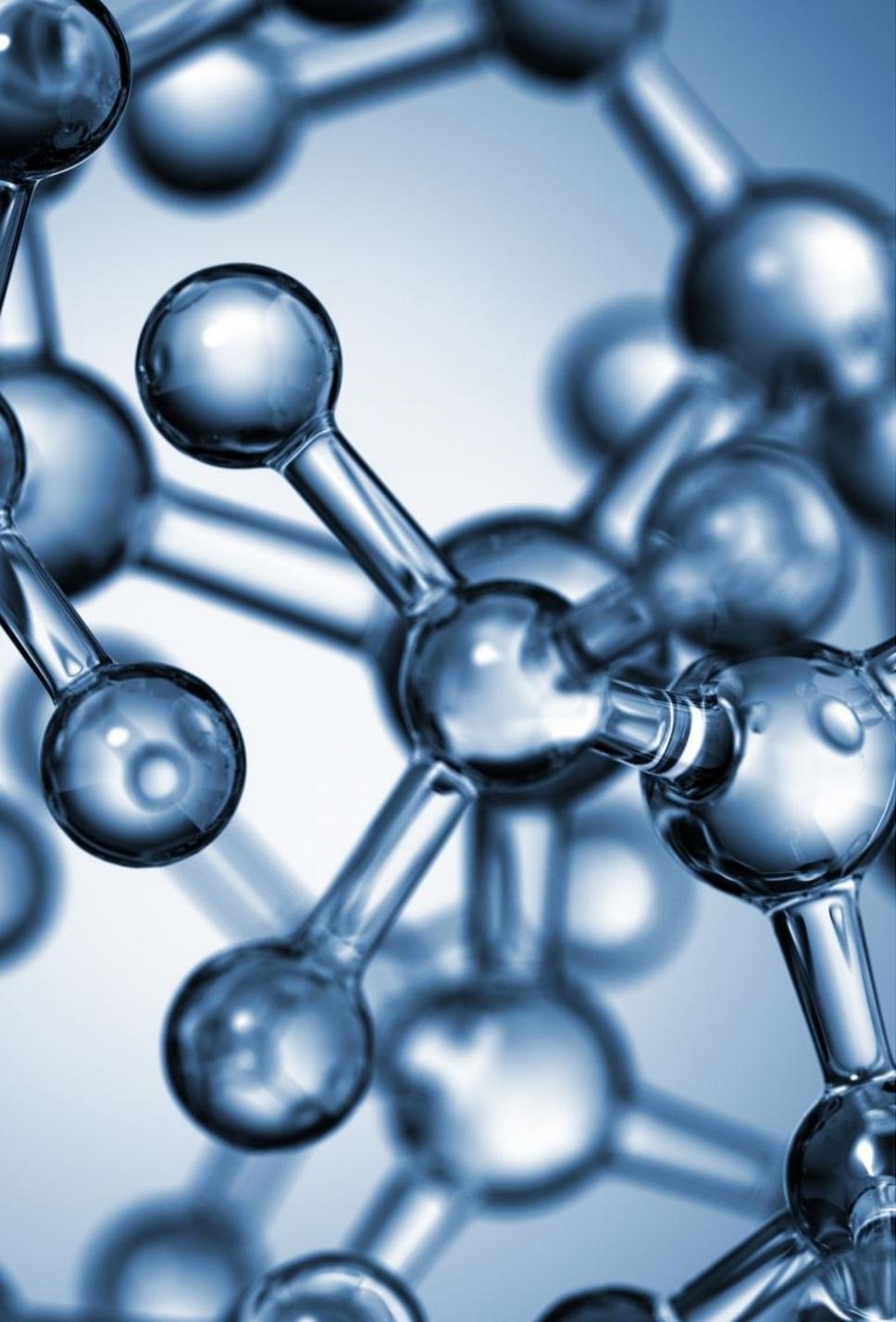
Plan your story for your audience-of-one. If you can find someone similar to that audience to practice on, even better.



If you're delivering a story as part of a presentation or request to a board – and especially if you're delivering it to kids -- make sure you practice! Record yourself and watch/listen. Listen for ways to cut back.



** My original TED talk was 22 minutes. They asked me to cut back 4 minutes and I did. And then, they asked me to cut back 4 more, and it was made better.

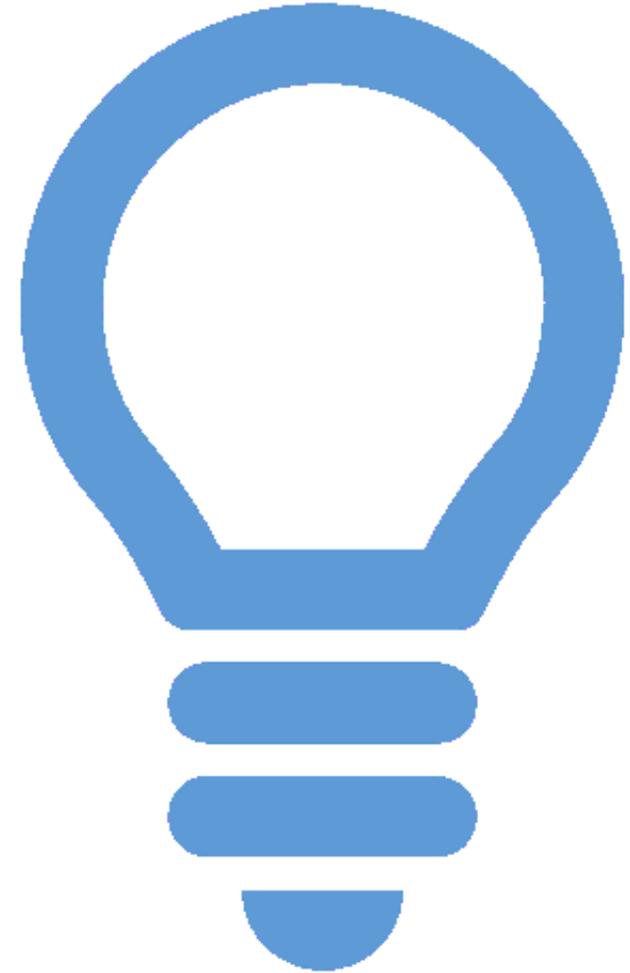


-from *Unleash the Power of Storytelling*



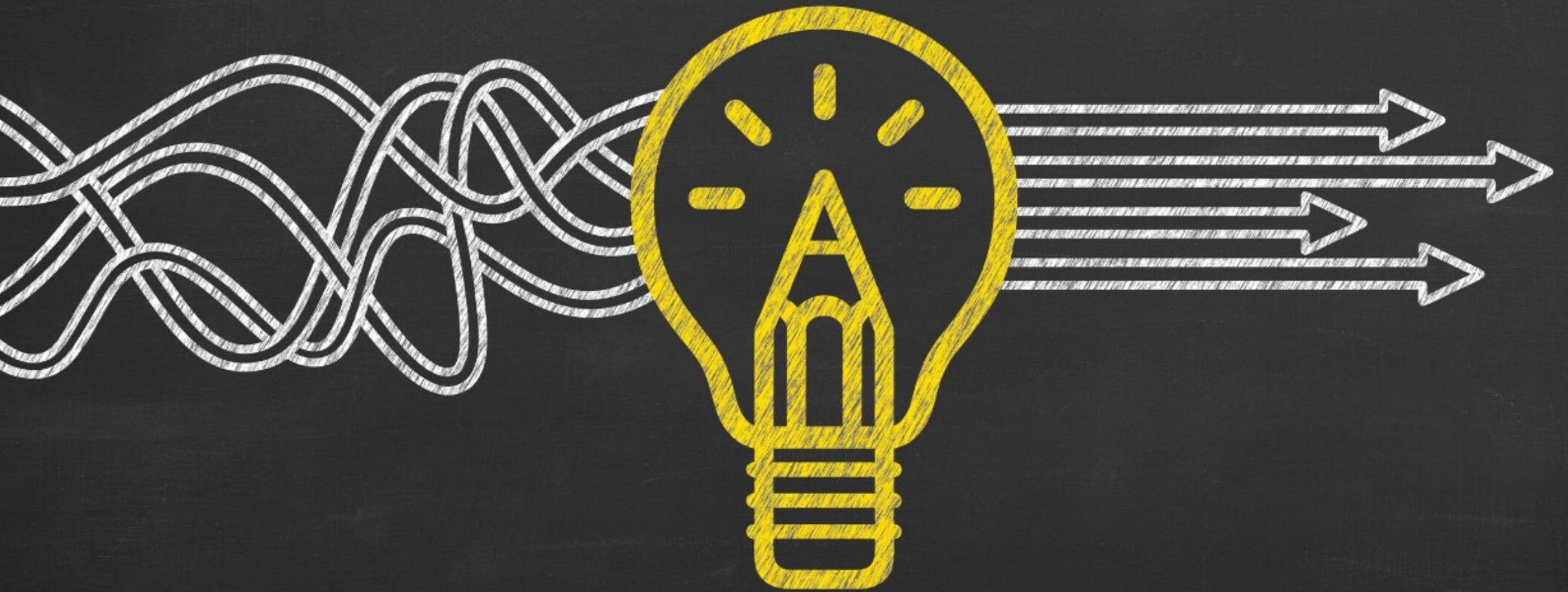
The Must Haves for a Good Story

- Idea
- Character
- Goal
- Challenge
- Resolution



AND NOW IT'S TIME FOR A

breakdown



Questions About Your Audience

- Why do they care?
 - If they don't, why should they?
- What is the feeling you want them to have?
- How can you influence them?
- What is your call to action?
- What are you leaving behind?

Developing Your Story

- Always remember the kind of influence you are working towards and your “call to action”
- Practice your stories often
- Decide what visuals you’ll use
- Does your story have a great opener?
- Does it have a moral or do you have to explain the takeaway?

Explaining Your Points



Persuasion
& Influence

Affirm

Aspire

Affect

“No Vision,
No Decision.”
– *Jim Camp*

How to Tell a Story for Influence

- Teaching people how to think about:
 - Themselves
 - Others
 - The world around them
- A good story lets someone see themselves inside the story – it helps them see their uncovered need and translates those needs into actions.
- Shares your vision in a natural way that allows others to share your vision – especially if they can see themselves in your story.

Relationships v. Statistics

When asked to recall the speeches, “63% remember the stories. Only 5% remember any individual statistic.” – Made to Stick

“In the end, nobody cares about processes or programs; **they care about people**. So if you can embody your idea, your initiative, your brand in a great character that people can relate to, you’re going to have more success.” – The Power of Storytelling

*creation preceeds
perfection. always.*

Stories ^{CAN} = Impact



INFLUENCE



BREAKTHROUGH



TELL VS. SELL



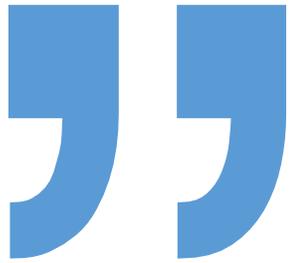
OVERCOME
COMPLEXITY



CREATE & SHARE
VISION

Example: Explaining why the OCISO needs increased funding

- No Jargon
- What is your idea?
- What do you know about the C-level execs? Do any of them have any background in technology? Could any of them help persuade others when your idea has been built? Why should they care? What's in it for them?
- What is the Throughline of your talk?
- What stories can help you build the idea in their minds?
- What method of reason will you use?
- What is the feeling you want them to have? What should they be curious about?

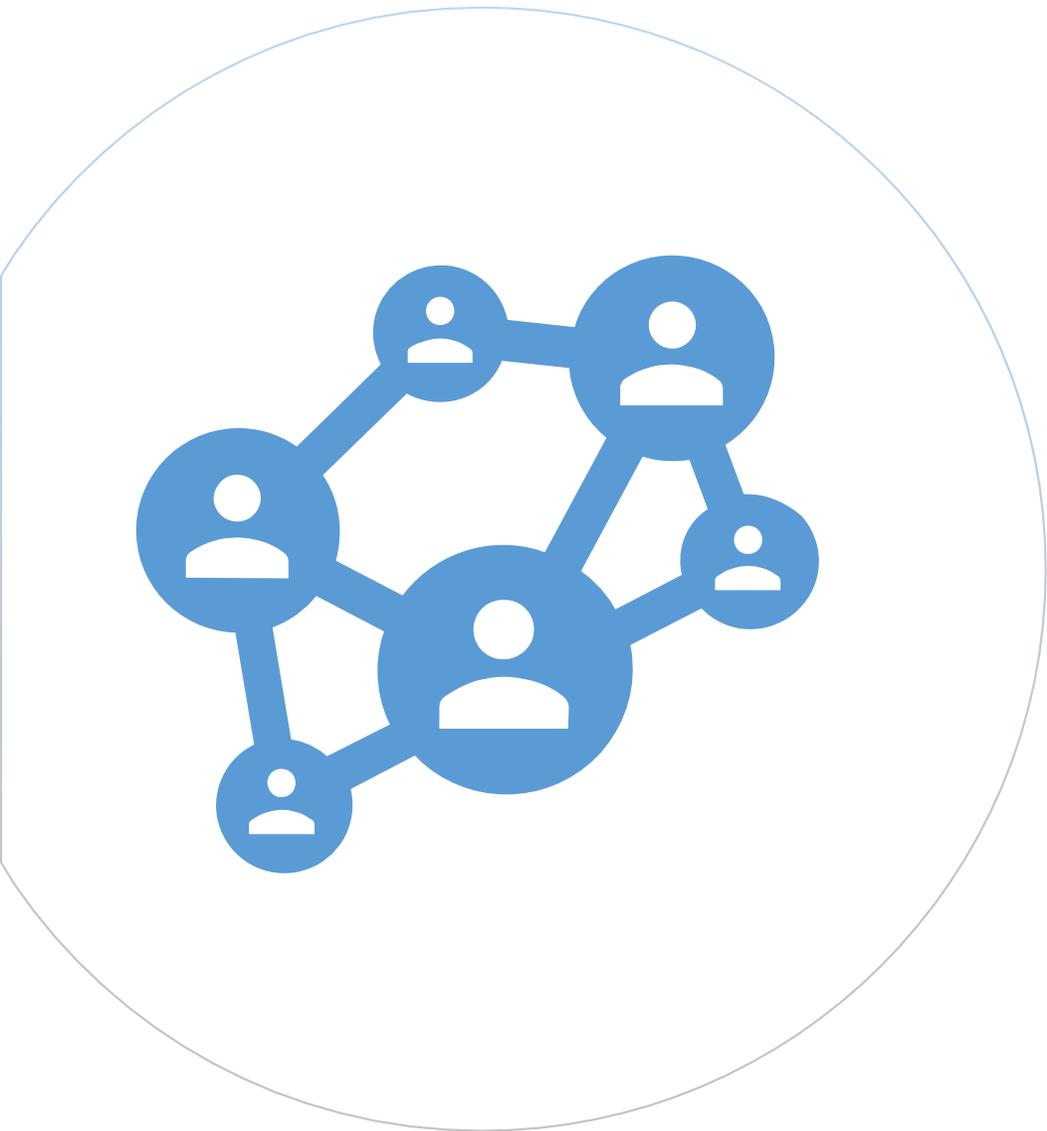


Remember!

- Always remember the kind of influence you are working towards and your “call to action”
- Practice your talk and your stories often, and with similar individuals when you can
- Decide what visuals you’ll use
- Does your story have a great opener?
- Does it have a moral or do you have to explain the takeaway?

Example: Adding a Cyber Apprenticeship Program in Your Organization

- No Jargon
- What is your idea?
- Who are the deciders? Is there a chain of command you need to get through? Why does this matter to the organization? How will this Adversely Impact the Organization if they DO NOT do it? How much is it going to cost? How long will it take? What will be their reasons to say no?
- What is the Throughline of your talk?
- What stories can help you build the idea in their minds?
- What method of reason will you use?
- How can you build curiosity into your listeners about this topic and use stories to overcome some of their *faulty* reasoning?

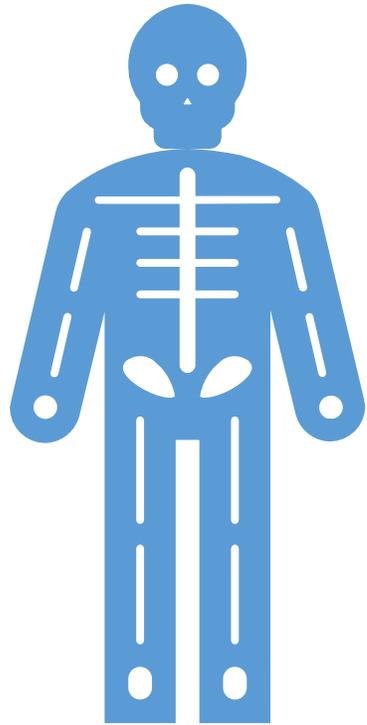


Remember!

- Always remember the kind of influence you are working towards and your “call to action”
- Use visuals, anecdotes of other similar orgs who've done this successfully, get success stories from apprentices – but, also, make sure to have quotes from respected leaders who've made a difference (did they get awards? Were they recognized for promoting diversity and inclusion because of their program?)
- Open with a story – this will be perfect for this situation.
- End with a call to action that's empowering and make sure your Throughline is part of that call to action.

Example: Cybersecurity in the Schools – reaching & teaching

- What is your idea?
- Why should these kids care about cybersecurity? What is it going to do to make their life better? How will they implement it easily? What makes it interesting? Can you think about this through the lens of a child? Can you talk to a few kids to get their input and find out more about how they use technology?
- What is the Throughline of your talk and how will it grab a child's attention?
- What stories can help you build the idea in their minds? And what stories might they already know that you can use to illustrate your points?
- How will you capitalize on the innately curious mind of a child?



Remember!

- Definitely use a call to action with the kids – and make sure your Throughline is something they can remember (think: You and only you can prevent forest fires; D.A.R.E.; The More You Know; Won't You Be My Neighbor?)
- Use visuals, movement, and opportunities to practice what you're teaching
- Open with a story – this will be perfect for this situation... Who doesn't love a good "Once Upon a Time..."?
- End with a call to action / Throughline and set them loose!

Your Personal Brainstorming Session



2 minutes: Create an idea log of stories you thought of either in the past or during this session



2 minutes: Think of a few thru-lines for those stories



Share Your Best Ideas with someone you trust!



With feedback, pick the best idea and start thinking about:

What is your Throughline?
What is your call to action?
What are you leaving behind?
What is the feeling you want them to have?
How can you influence them?



Let your ideas collide with other ideas!



MEL ROBBINS

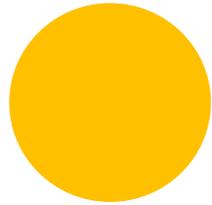
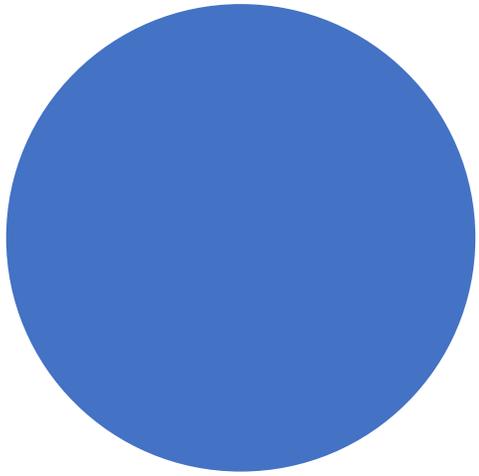
**If you have an impulse
to act on a goal, you
must physically move
within 5 seconds or
your brain will kill the
idea.**





Set Up Your Creative Time

- Tackle analytical problems in the morning and save creative pursuits for later in the afternoon and early evening. – “When” by Dan Pink
- Set time on your calendar (priority) for creative thinking, idea-hatching, etc. Maybe once a week? Twice a week? In the afternoon when you're sipping your 2pm latte!



Questions?





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