

The image shows two people climbing a mountain peak. They are silhouetted against a bright sky where the sun is low on the horizon, creating a lens flare effect. The sun is positioned between the two climbers, casting a glow. The sky is a clear, light blue. The mountain peaks are dark and jagged. The overall scene is one of achievement and teamwork.

# Journey to the CISO



# Starting to build: Who are you – and how do you fit in?

- Determine your brand – and refine it
- Find your voice – and use it
- Know your strengths – and build them
- Understand your value – and communicate it
- Also: Keep up to date with trends and technologies

# New Normal: Know what they're looking for

What companies need:

- Enable business efficiency
- NOT the “department of no”

What companies want

- Honesty – don't make promises
- Experience – but not cookie-cutter
- Maturity – in approach and direction
- Perseverance – remain calm and keep on implementing security

# The Road Goes Both Ways

Ask them more questions

- Do they match your values?
- Do they share your business philosophy?
- If their security isn't up to your standards, can you handle it?

Ask yourself questions

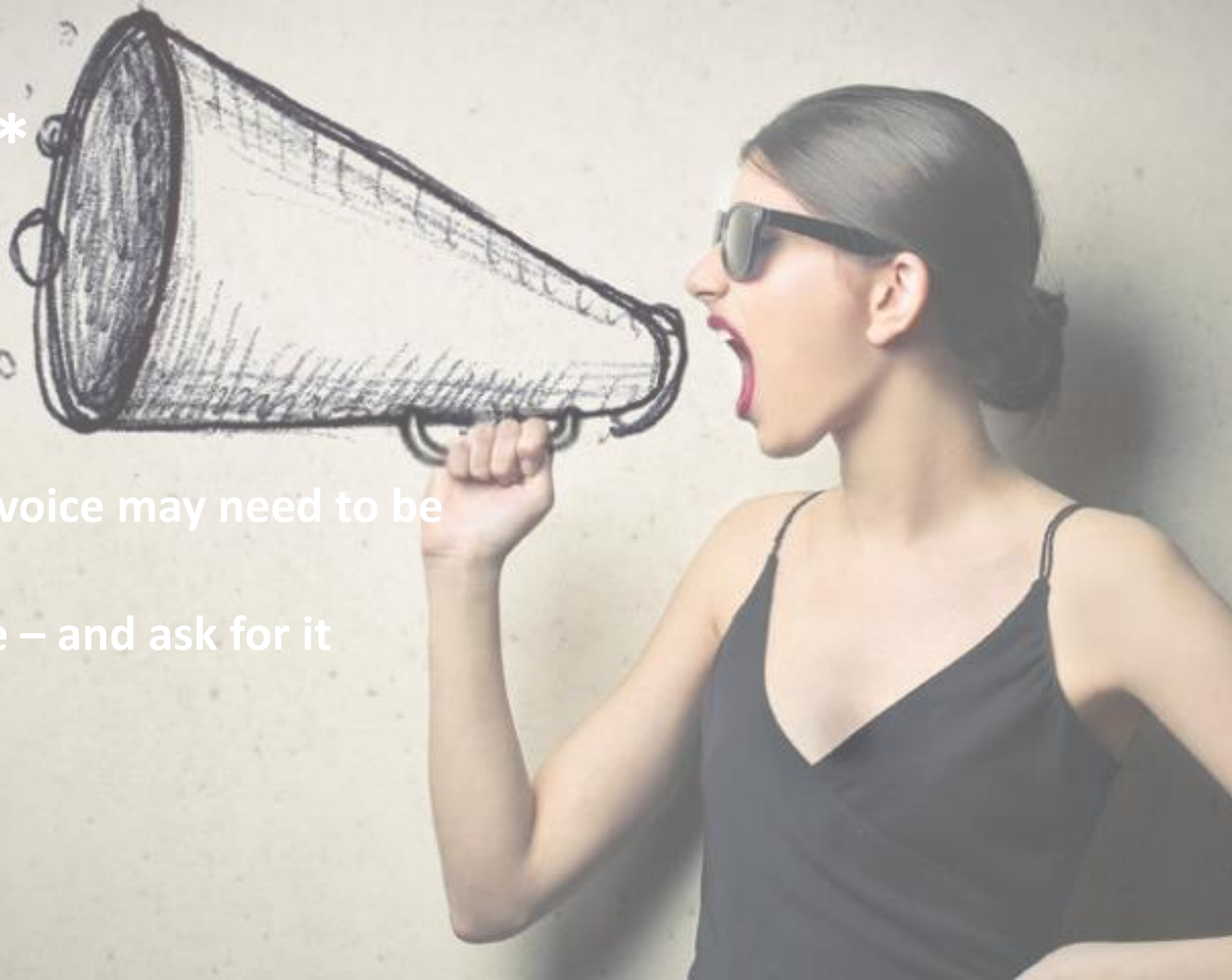
- Do they really want your experience? Or to be told what they want to hear?
  - Is this an opportunity or just a step up?



# For Women\*

- Speak up - your voice may need to be louder
- Know your value – and ask for it

\* Men should listen, too



# You're in! What now?

## #1: Don't Assume Anything

- The plan – pick targets (90, 180, corporate milestones)
- Lay of the land – know the product, HR, and who's who
- Cultural- find the landmines and dead bodies
- Organizational structure – We Are Family
- Direction – You set it, they drive
- Communication – up and down



You Made It:  
Keep Paying It Forward

