Table Leader: Joe Filer

Participants: (I did not capture this information.)

**Key points from Discussion:**

1. The importance of using business language with leadership.
2. The changing role of security leadership as a Consultant to the business versus Approver/Decision Maker and the impact on messaging.
3. Establishing a good Tone at the Top is important.
4. Focusing on opportunities to publicize and celebrate successes versus always being the guy they talk to when something broke or the there are fires to put out.
5. Thinking about security as a marketable differentiator (where appropriate)
6. The struggle with the “Prophet in Thine Own House Syndrome” where it takes the external party to get traction on things you have been telling leadership about for some time.
7. How important “deliverables” can be to ensuring the message gets out by providing an opportunity for leadership to come back to your input when they get a chance or after they think about it some.