Table Leader: Dennis Self
Participants: Bill Burns, Steve Chan, Jason Clark, sorry, I did not get the names of several other great contributors.

Key points from Discussion:

Interpersonal networking is very important to be effective.

Use the language of your business leaders.

Planning horizons of participants: 12 months, 18 months, 2 years, 3 years, 5 years.

Short term plans common, 18-month horizon, quarterly adjustments.

Six month and annual review is common.

One participant: CEO holds quarterly status of the five things everyone is working on.

Veterans Administration has 21 major initiatives, 2 are presidential items.

Objectives should tie to corporate strategies.

Two key strategies at one enterprise: Loss Prevention, Brand Protection.

Sources of input to strategic planning:

- Enterprise business strategy
- Product development and executive interviews
- Risk assessments of vital assets/operations that need protection.
- Know your audience, their values, how to communicate (short, their terms).
- Marketplace (security), technology.
- Regulation
- Make IT Security relevant.