



## EXECUTIVE MESSAGING

# Branding Security

Do some employees in your organization look at Security as “guns, gates and guards?” Are you often excluded from the planning table? Is it difficult to get approval for budget and staffing resources? Is executive management or senior business unit leadership uncertain about who owns risk and mitigation roles within the organization?

*It may not be what Security is **doing** but how activities and accomplishments are **communicated** in light of your organization’s top goals.*

### *How can SEC help?*

- Review your programs and services’ communications to identify gaps and opportunities.
- Assess management’s perception of Security performance to identify any misconceptions and correct them.
- Capture your “value story” to use across the enterprise.
- Highlight Security’s successes and future goals.
- Develop an on-going communication plan to reinforce the unique business value of Security.

### *Transformation*

A Security function that demonstrates their value and defines corporate security as an evolving center of operational excellence.

***The Security Executive Council (SEC) is the only research and advisory firm that specializes in corporate security and is comprised of former security executives – we understand the issues and work to solve obstacles to success.***

To learn more about Branding (or re-branding) your Security organization, or other ways we can collaborate with you, please contact us at [contact@seclleader.com](mailto:contact@seclleader.com)

## HOW OTHERS HAVE BENEFITTED FROM THIS SOLUTION

SEC’s process has helped our clients:

- Develop confidence with key internal clients.
- Gain a broader scope of desired responsibility.
- Get approval for a proposed budget, staffing plan and services.
- Improve internal customer awareness and satisfaction scores.

# SEC

SECURITY EXECUTIVE COUNCIL

A research and advisory firm

[www.securityexecutivecouncil.com](http://www.securityexecutivecouncil.com)