

INFLUENTIAL STRATEGIES for CORPORATE SECURITY: SERIES II

Goal	•Enhance Security's image among senior management and rest of the organization
Strategy	 Influence senior management on Security's role
Objective	 Increase understanding of Security to result in better buy-in for programs or resource requests
Tactic	•SEC's Executive Communication Program (aka "storyboard")

WHY TAKE THIS PATH?

If Security is not marketing itself succinctly and consistently to the rest of the organization, it is likely others will "fill-in" the value (or lack of value) you offer to the business.

Goal	•Security's value to the organization is evident and withstands management critique
Strategy	•Quantify Security's contributions to the organization
Objective	•Create 5 meaningful Security metrics; compare year-to-year for improvement and value
Tactic	•SEC's Measures and Metrics Program

Establish Security as a key business value-adding leader
 Strategy
 Map security services against organizational risks and stakeholder concerns
 Better identify emerging risks; create new mitigation strategies to meet those risks and test effectiveness
 SEC's Board-Level Risk process and all-hazards risk assessments

WHY TAKE THIS PATH?

Metrics provide a tool that is used by the organization to show progress toward goals, improve and optimize processes, as well as providing an early warning indicator of problems. Creating and sharing your performance metrics shine a new light on Security as being business focused.

WHY TAKE THIS PATH?

Security will be more in tune with what the Board and senior management see as important around risk. It will show at a high level how Security is involved in reducing unwanted security risks by business areas.