

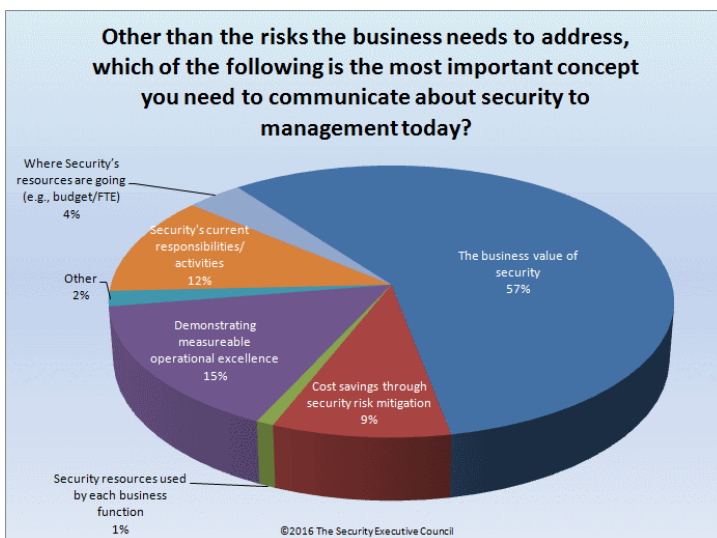
Demonstrating Value > Communicating Value >

What is the Most Important Concept You Need to Communicate to Management?

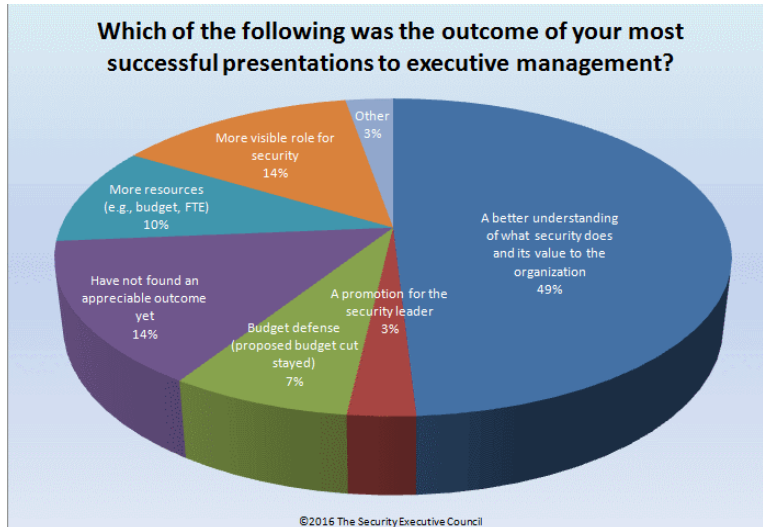
Created by the Security Executive Council

The most effective security leaders are considered trusted advisors by their executive management. Being a trusted advisor hinges on building robust, constructive relationships. Building a strong relationship with executive management begins with telling security's story in a way that demonstrates your unique knowledge of risks to your organization as well as your vision to mitigate those risks to assist in the stability and growth of the business.

This Security Barometer quick poll, conducted in 2016, took a look at what practitioners are communicating to management and the outcome of those discussions.



A strategic security leader should be prepared to tell security's story whenever needed. What gets communicated changes depending on the circumstances, audience, and corporate culture. The results suggest that once senior management truly understands what security does and its value to the organization, it paves the way for a better partnership.



The poll question shown above delved into the results of presentations to executive management. Presentations should always be designed to achieve an objective. Even if you were tasked just to introduce yourself or your program, the presentation can plant a seed for future discussion.

Next Steps

Have you created truly influential communication vehicles? The Security Executive Council excels at identifying what resonates with executive management. Our proven successful experience at the highest levels of security leadership sets us apart from other research and advisory firms. [Contact us to find out more about how we can help you advance your program and career.](#)

Visit the Security Executive Council website for other resources in the [Demonstrating Value: Communicating Value](#) series.

About the Security Executive Council

The SEC is the leading research and advisory firm focused on corporate security risk mitigation solutions. Having worked with hundreds of companies and organizations we have witnessed the proven practices that produce the most positive transformation. Our subject matter experts have deep expertise in all aspects of security risk mitigation strategy; they collaborate with security leaders to transform security programs into more capable and valued centers of excellence. Watch our [3-minute video](#) to learn more.

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