

ALYSSA PUGH

7 Ways to Transform How You Report Cybersecurity



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Disclaimer

A FEW THINGS FIRST

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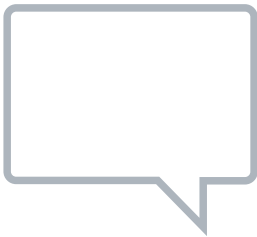


Alyssa Pugh

CISM, SECURITY+
TANDEM GRC CONTENT MANAGER



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IT DIRECTOR, \$300M BANK

“My role is to present to our IT Committee, a subset of the Board. Cybersecurity is just one area I **have to** present on. The general presentation is something I **inherited** from my predecessor, but I feel it’s a little weak in the cybersecurity area. The **time needed** to re-develop the presentation is what I just don’t have.”



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DISCUSSION QUESTION

When you begin preparing to report cybersecurity, what is your first step?



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#1. Start with a Goal

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Start with a Goal

TIP #1



During this presentation, I plan to:

I am going to achieve my goal by:

1. _____
2. _____
3. _____



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Start with a Goal

TIP #1



During this presentation, I plan to:
share ways to transform your cyber report.

I am going to achieve my goal by:

1. Encouraging peer discussions.
2. Communicating relatable experiences.
3. Recommending seven concrete steps.



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#2. Plan for Your Audience

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DISCUSSION QUESTION

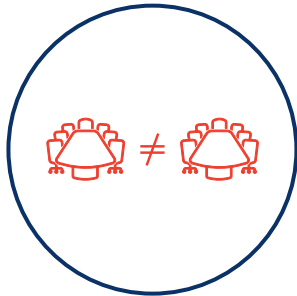
**What is a “fun fact” about
your Board of Directors.**



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Audience Composition

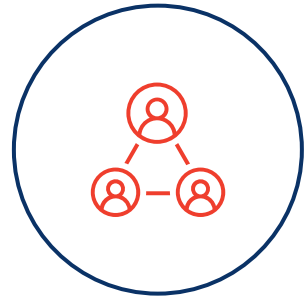
TIP #2



Every Board is Different



Board Member Careers



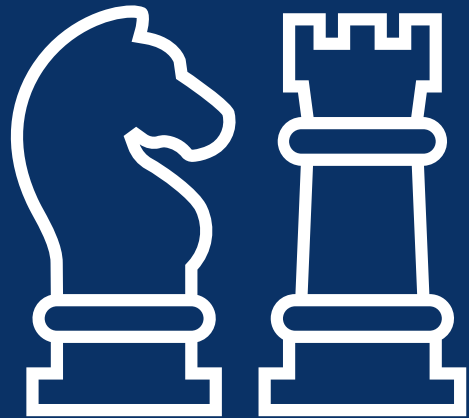
Relationship Dynamics



PLAN FOR YOUR AUDIENCE



Let's Play a Game!



Communication for Your Audience

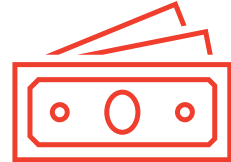
TIP # 2



Use Relatable
Analogies.



Define Everything.
No Acronyms.



Speak in Their
Terms.



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BENJAMIN TAYLOR

**“Education is an
opportunity for
persuasion.”**



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#3. Keep it Concise

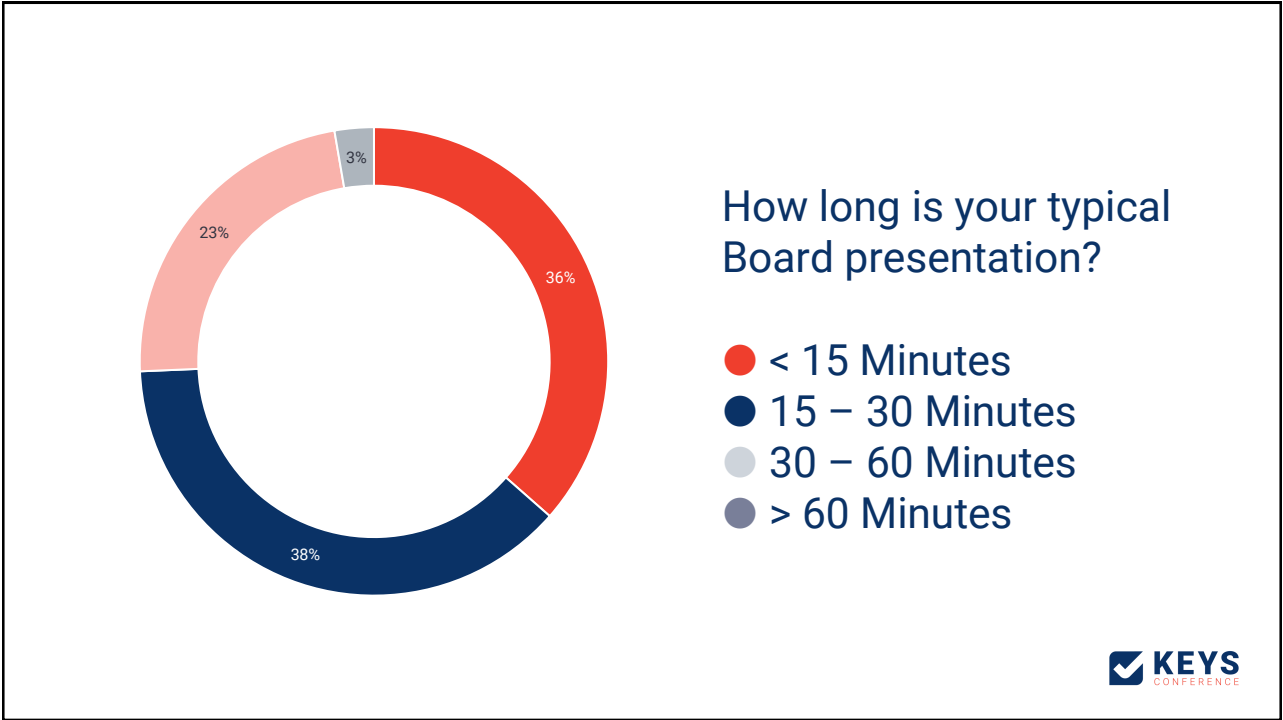
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POLL QUESTION

How long is your typical Board presentation?



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Keep it Concise

TIP #3

Be one in a million.

Be respectful of their time.

Be prepared for questions.

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#4. Show the Full Picture

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DISCUSSION QUESTION

**What is the happiest news you
have ever shared with your
Board?**



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Show the Full Picture

TIP # 4



Start with Praise



End with Opportunity



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#5. Use Your Resources

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DISCUSSION QUESTION

What resources do you use to supplement your presentation?



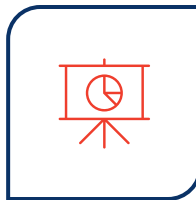
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Resources

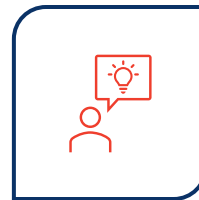
TIP #5



Documents



PowerPoint



Personality



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LETICIA SAIID

**“The resources are
not the presentation.
You are.”**



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#6. Ask for Help

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POLL QUESTION

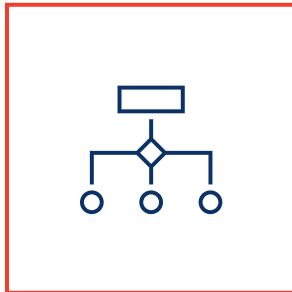
Do you present alone or with others?



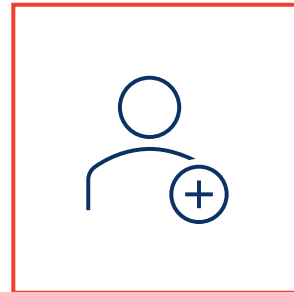
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Ask for Help

TIP #6



Report to a
Subcommittee



Invite Your
Consultants



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#7. Be Prepared

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DISCUSSION QUESTION

**How much time do you
spend preparing for your
report?**



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“If I am to speak ten minutes,
I need a week for preparation;
if an hour, I am ready now.”

FORMER PRESIDENT WOODROW WILSON



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Be Prepared

TIP #7



Practice, Practice, Practice



Be Confident



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Session Recap

TAKEAWAYS

- Start with a goal.
- Know your audience.
- Keep it concise.
- Show the full picture.
- Use your resources.
- Ask for help.
- Be prepared.

7 Tips for Improving How You Report Cybersecurity

#1. START WITH A GOAL

Develop a clear vision regarding what you want to accomplish during the meeting.

During this meeting, I plan to:

I am going to achieve this goal by:

1. _____
2. _____
3. _____

#2. KNOW YOUR AUDIENCE

Consider who is part of your audience and tailor your presentation accordingly.

- Determine the audience composition.
- Communicate in a way they can understand.
- Remember to educate as you go.

#3. KEEP IT CONCISE

Your audience's time is valuable. Treating it as such demonstrates respect and preparedness.

- Remember your place on the agenda.

#4. SHOW THE FULL PICTURE

Refine the cybersecurity conversation to leave your audience feeling good about things.

- Start with praise.
- End with opportunity.

#5. USE YOUR RESOURCES

While resources are valuable to have on-hand, your resources are not the presentation. You are.

- Attach documents and reports.
- Use supportive visual aids.
- Show your personality.

#6. ASK FOR HELP

Call on your relationships and professional connections to help advocate for your goal.

- Report to a subcommittee.
- Invite your consultants.

#7. BE PREPARED

You are the expert in the room. Your presentation should reflect and emphasize that fact.

Tandem.App/Report-Tips-KEYS



1 Visit Tandem.App for additional resources.
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DON'T FORGET!

Fill out the survey to get your sticker!

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THANKS FOR JOINING!

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Upcoming Sessions

WELCOME RECEPTION

TIERPOINT TOUR & DINNER

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