

Make Security Enhancements A Non-event

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The Issue

- Technology can only guarantee a certain level of security.
- In many security initiatives, people are more important than the technology.
- How do we convey to people what needs to happen to maintain or improve security?

"A computer once beat me at chess,
but it was no match for me at
kickboxing."

-- *Emo Philips*

"The most overlooked advantage to
owning a computer is that if they foul
up, there's no law against whacking
them around a little."

-- *Joe Martin*

The Common Approach

- High-level management buy-in
- Technical staff buy-in
- Organization-wide e-mail blasts communicating the change
- Communicating via other organization media: newsletters, portal pages, posters and flyers, etc.

Case Study – Password Hardening

- The city needed to increase the configuration of network passwords to meet certain regulations or other requirements.
- The configuration change was easy, but the change could have a huge impact on support staff and create situations resulting in a less secure environment.

The Common Approach Is Common, So What Is The Point?

- The methods listed do not ensure success. The right MESSAGE conveyed through these methods ensures success.
- The message is different for every organization.
- The message within an organization may have to change to be effective at various levels of the organization.

Get Personal

- Find the people in the organization who will have the most difficulty making the change and discuss their concerns to learn how the change will impact their work.
- The “me first” approach – find out what is important to the user, even if it is not work related.
- Use this information to modify the message in the marketing materials.

Get Help

- Meet with key people in each department and ask them to help spread the word.
 - “Key People” means the people in the department who get things done.
 - They will be able to help customize the message to better communicate to their staffs.
 - They might have other methods of communication that reach the audience in ways the generic communication won’t.
 - The “Whitewashing The Fence” effect.

“However beautiful the strategy, you should occasionally look at the results.”

-- *Winston Churchill*

- How to tell if the marketing campaign was successful

- Measurements, if available
- Feedback
- Talk with the people that helped (no news is not always good news)
- How well is the next project received?

"The measure of success is not whether you have a tough problem to deal with, but whether it is the same problem you had last year."

-- *John Foster Dulles*

"People only see what they are prepared to see."

-- *Ralph Waldo Emerson*

Questions?

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