

# ADVICE TO IMPROVE CISO COMMUNICATION WITH BOARDS AND INSTILL CONFIDENCE IN THE SECURITY PROGRAM

## Long Term Focus

Get to know your board members, their backgrounds, the current boards they serve on, etc. The more you understand the board members, the better you'll be able to communicate with them.

**Create** a presentation that will resonate with the board

Some boards like VISUALS and others prefer DIALOGUE

**Educate** Take a long-term approach to board education and address misunderstandings. FOR EXAMPLE: Being compliant does not equate to being secure.

**Engage** Use the support of the board to encourage the organization to get behind the security program.

## Deck Preparation

### Metrics Research

<p><b>Ask</b></p> <p>and expect a business-relevant response: threats, risk, progress, priorities</p>	<p><b>Review</b></p> <p>company reports to understand the business objectives that could help you create relevant metrics</p>
<p><b>Present</b></p> <p>metrics that do not take too long to capture</p>	<p><b>Use</b></p> <p>factual information in the deck, avoiding fear, uncertainty and doubt (FUD)</p>

### Focus on Context

Stories with business relevance

Examples with business relevance

**Provide the Bigger Picture and Show Alignment with Business**

### Focus on Strategic Elements — Instill Confidence in Your Program

Create a story that shows how:

<p><b>You have aligned security program and investments to business priorities</b></p>	<p><b>Your controls are effective (show results, with related business outcomes)</b></p>	<p><b>Your strategies, investments and outcomes make the company secure and enable business</b></p>	<p><b>Your strategic plan is backed up by data and aligned to a framework and a maturity model</b></p>	<p><b>The cyber program has prioritized certain areas, and enforce messages around peer benchmarking</b></p>	<p><b>KEEP IN MIND:</b> Board members are not technology or security professionals - communicate in their language</p>
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### One Week Before

- Prepare for possible questions
- Create a shorter version
- Update presentation based on peer feedback

### THE MEETING

Tell the board the story the way they want to hear it. The most productive board interactions happen when presentations become conversations.