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



### Long Term Focus

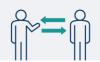
Get to know your board members, their backgrounds, the current boards they serve on, etc. The more you understand the board members, the better you'll be able to communicate with them.

Create

a presentation that will resonate with the board







Educate



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





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



## **Deck Preparation**

#### Metrics Research



and expect a businessrelevant response: threats, risk, progress, priorities



Present
metrics that do not take too long to capture



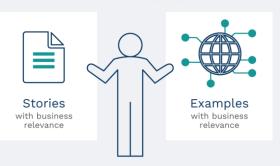
#### Review

company reports to understand the business objectives that could help you create relevant metrics



factual information in the deck, avoiding fear, uncertainty and doubt (FUD)

#### Focus on Context



Provide the Bigger Picture and Show Alignment with Business

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

## Create a story that shows how:



You have aligned security program and investments to business



Your controls are effective (show results, with related business



Your strategies, investments and outcomes make the company secure and enable business



Your strategic plan is backed up by data and aligned to a framework and a maturity model



The cyber program has prioritized certain areas, and enforce messages around peer benchmarking KEEP IN MIND: Board members are not technology or security professionals - communicate in their language



#### One Week Before





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.

