

# Learning to Tell Your Security Story

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## Quick Agenda

- Welcome to story time!
- The history of storytelling
- The story arc
- Becoming an engaging storyteller
- Group exercise
- Where do we go from here
- Q&A



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## Restricted

The following workshop contains coarse language, personal perspectives, and potential speaker nudity.

Viewer discretion is advised.

# Welcome to Story Time!

Let's get to know each other a little bit!!



# A bit about me...

- Husband, son, brother, friend, human to two dogs
- 40+ years in security
- Believe in giving back and helping others grow...
- Began my storytelling journey when I was 12!
- Here to guide you today...



# The History of Storytelling

A Timeless Skill in a Modern World



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# Let's Break The Ice!

- We're going to take a few minutes for an exercise...
- I want you to think of two (2) great stories you heard as a child
- I'm going to call on members of the audience to share 😊
- This is a SAFE space, no judgment, no criticisms, just support and empathy for a fellow human who's sharing your journey...
- Go ahead, take a few minutes and chat amongst yourselves!!

**REMEMBER, ENJOY THE JOURNEY!!**



# Why Storytelling Matters in Security

- Technical data and expertise are not enough
- Security needs to align with business objectives
- Stories influence decisions and drive organizational change
- Security becomes relatable and engaging



# Changes to our job description...

<https://www.csoonline.com/article/3543810/chief-risk-storyteller-how-cisos-are-developing-yet-another-skill.html#:~:text=Cybersecurity%20risks%20are%20critical%20to,requires%20more%20than%20technical%20expertise.&t...>



by Rosalyn Page  
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## Chief risk storyteller: How CISOs are developing yet another skill

Feature

07 Oct 2024 • 9 mins

CSO and CISO

IT Leadership

Risk Management

Cybersecurity risks are critical to communicate, but CISOs are finding crafting a narrative that resonates requires more than technical expertise.

# How Stories Shape Perception



- Stories create an emotional connection
- Helps non-security and non-technical professionals understand risk
- Moves Security from a compliance issue to a business enabler

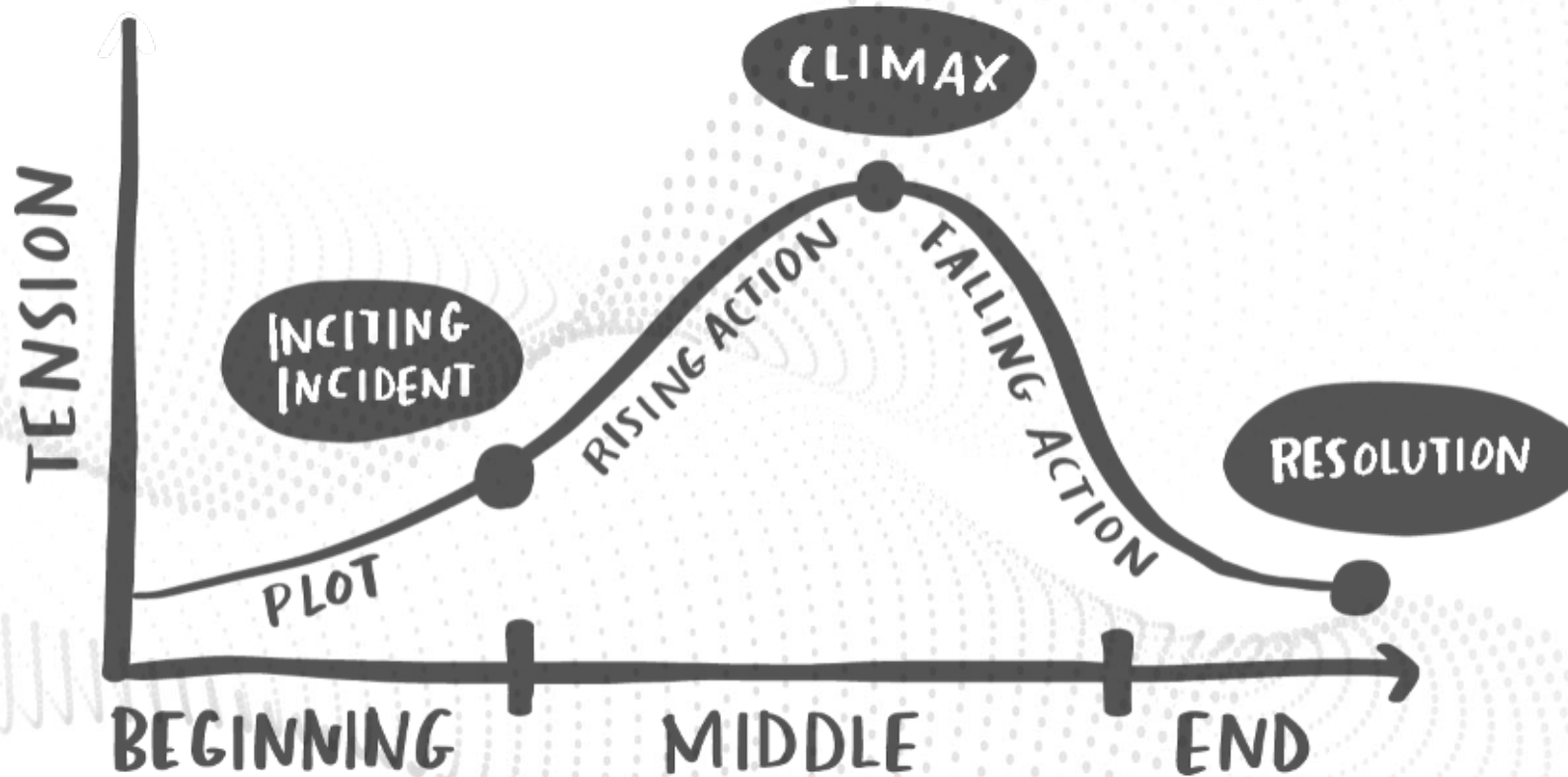


# The Story Arc

The Anatomy of a Compelling Story



# The Classic Story Arc



Knaflic, Cole. *Storytelling With Data: Let's Practice!* Wiley, © 2019.  
Illustration by Catherine Madden.

# Bringing the Story Arc to Life

- Creating engagement:
  - Captivates/maintains interest
- Emotional Journey:
  - From curiosity to excitement, and finally satisfaction
- Can apply to presentations for funding, new programs, reducing risks...but how?



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# Becoming an Engaging Storyteller

How to Craft Persuasive Narratives

# Questions to ask Yourself

- Who is your audience?
- What is the problem?
- What is at stake?
- How do we solve it?





# Building Credibility

- Authenticity builds trust
- Speak the language of business
- Use real-world examples



# Using Data Effectively

- Provide numbers with context, not just statistics
- Use visuals and analogies for clarity
- Balance technical and business perspectives
- Read the room!



# Creating a Compelling Story

- The Beginning: setting the stage
  - Introduce the context
  - Identify the problem/challenge
- The Middle: building tension
  - Highlight what's at stake
  - What happens if the risk isn't addressed?
  - Introduce the solution: how the security initiative addresses the problem
- The End: resolution and impact
  - Showcase the outcome: how the solution protects the organization
  - Connect to broader business goals
- Call to Action: inspiring next steps
  - Leave the audience with a clear takeaway or decision to make



# Tell a Better Tale!

- Tone and pacing are key
- Focus on your body language and how you come to the session
- Practice, practice again, practice some more...
- If you're going to take questions, learn how to manage the tough ones...





# Common Pitfalls

- Overloading your presentation with jargon
- Focusing on technical issues, not business concerns
- Unable to “connect” with the audience
- Reliance on technology, your screen, your laptop, etc.



# Tim's Tips & Techniques

- Preparation
  - Use the 4 to 1 ratio
  - Focus on the goal of your story
  - Do your homework!!
- Presentation
  - Know your time
  - Know your room
  - Know your audience
- Personality
  - “You” have to shine through!!
- Demonstrate **empathy**



# Group Exercise

Let's take some time to practice what we've learned!



# Our 30 Minute Group Session

- Let's break up into small groups
- Focus on one (1) real-world security issue
- Develop a security “story” about the issue
- End result: to provide security risks to executives and present a Call to Action





# Where Do You Go From Here?

Next Steps in Your Storytelling Journey

GOA SIEM

# Grow Your Skills

- Seek out opportunities to “tell your story”...
- Watch others to see how they present their story
- Connect with seasoned “storytellers” for mentorship and feedback
- Reach out to TaleCraft!!





# Thank you!

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