

THE ART OF THE JEDI MIND TRICK

Learning Effective Communication Skills

Jeffrey Man

Security Evangelist

InfoSec Jedi Master

SPEAKER BACKGROUND

A LONG TIME AGO...

33+ YEARS EXPERIENCE IN INFORMATION SECURITY

- 13 years with the Department of Defense
 - Certified Cryptanalyst
 - Designed Cryptosystems and Cryptologic Aids
 - Founding Member of Systems & Network Attack Center
- 20 years of commercial professional services
 - Penetration Testing
 - Vulnerability Assessments
 - Security Architecture Development
- 10 years as a PCI Qualified Security Assessor (QSA)
 - Lead Assessor/Assessment Team Member
 - Trusted Advisor
- 4 years as an Evangelist/Strategist



NATIONAL SECURITY AGENCY

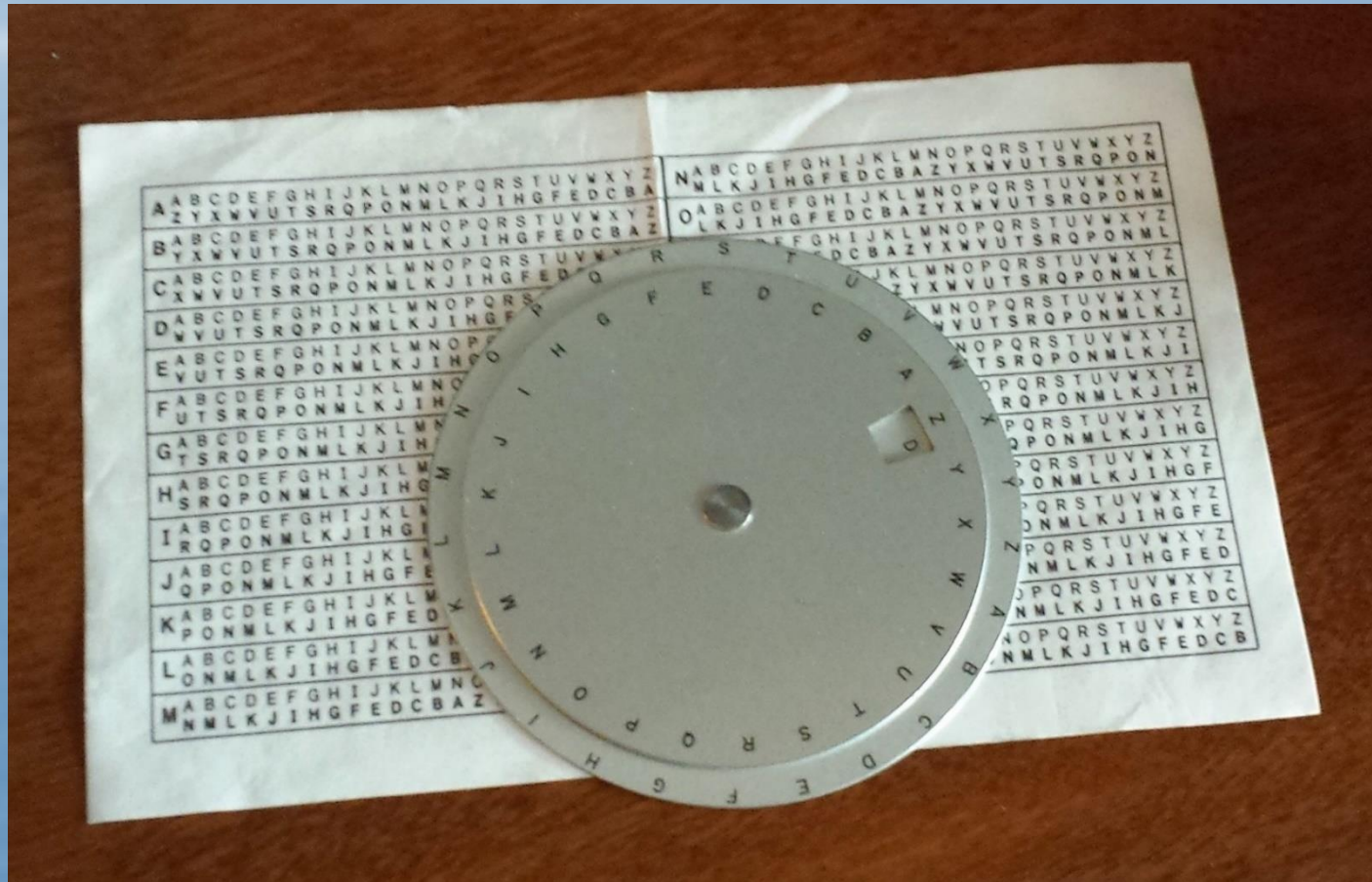
- Cryptanalyst
- Infosec Analyst
- Penetration Testing
- Vulnerability Assessment
- Threat Detection
- Forensics



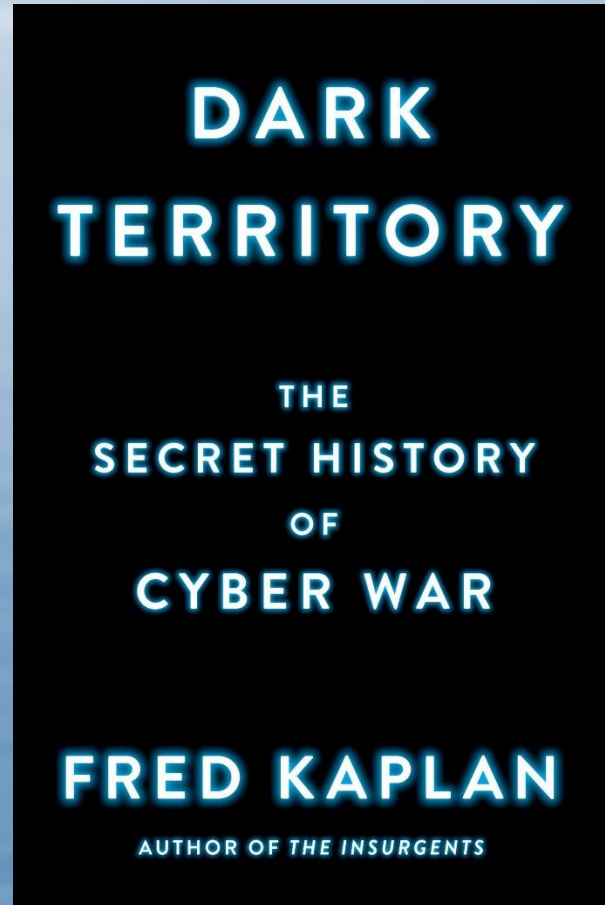
FIRST SOFTWARE-BASED ENCRYPTION SYSTEM



THE VIGENERE WHEEL SPECIALIZED CIPHER DISC



MEMBER OF THE FIRST NSA RED TEAM



mander's personal computer, sending him false information, thus distorting his view of the battlefield and leading him to make bad decisions, which, in a real war, could have meant defeat.

The NSA had a similar group called the Red Team. It was part of the Information Assurance Directorate (formerly called the Information Security Directorate), the defensive side of the NSA, stationed in FANEX, the building out near Friendship Airport. During its most sensitive drills, the Red Team worked out of a chamber called The Pit, which was so secret that few people at NSA knew it existed, and even they couldn't enter without first passing through two combination-locked doors. In its workaday duties, the Red Team probed for vulnerabilities in new hardware or software that had been designed for the Defense Department, sometimes for the NSA itself. These systems had to clear a high bar to be deemed secure enough for government purchase and installation. The Red Team's job was to test that bar.

Minihan's idea was to use the NSA Red Team in the same way

MY PCI CUSTOMERS



TEACHING THE PADAWAN



OFFICIAL CURMUDGEON CEREMONY



CONTACT INFORMATION

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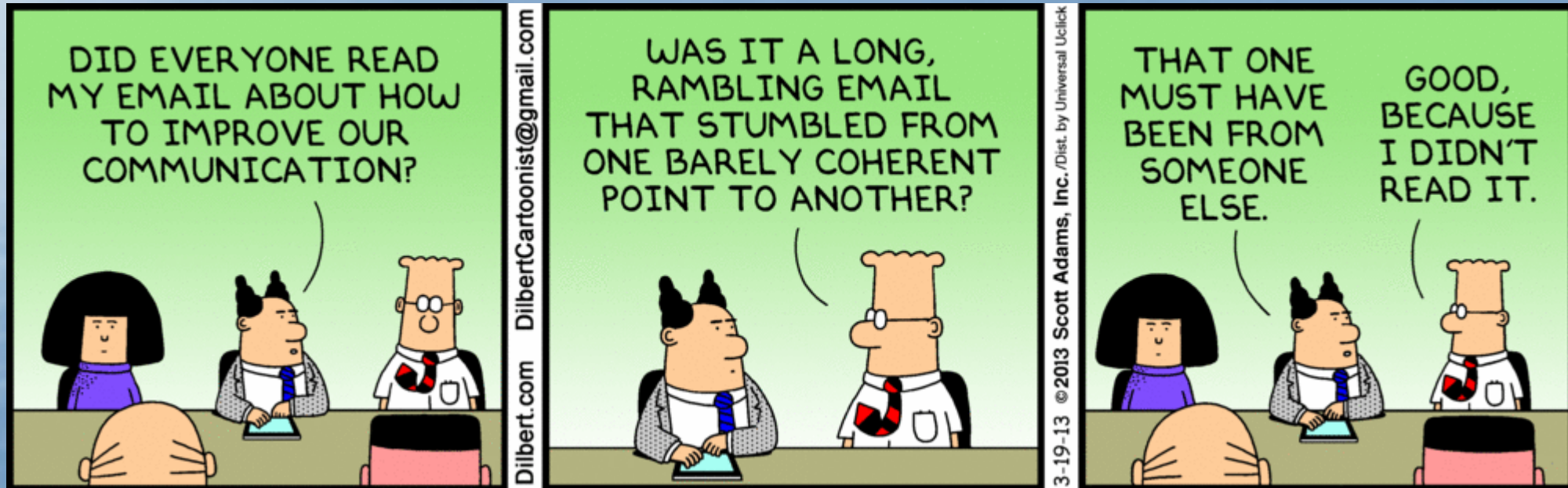
NOW LET'S LEARN A FEW JEDI MIND TRICKS!



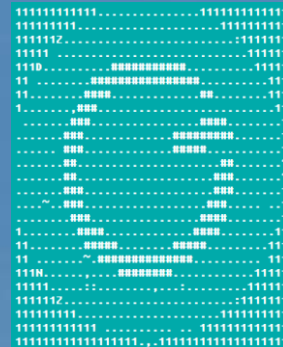
INTRODUCTION

What to expect from this workshop

WHY IS COMMUNICATION SO HARD?



EVERYONE'S TALKING



CLEARLY SOMETHING IS NOT WORKING

LastPass 

Anthem[®]  
BlueCross BlueShield



YAHOO![®]

PREMERA |  
BLUE CROSS



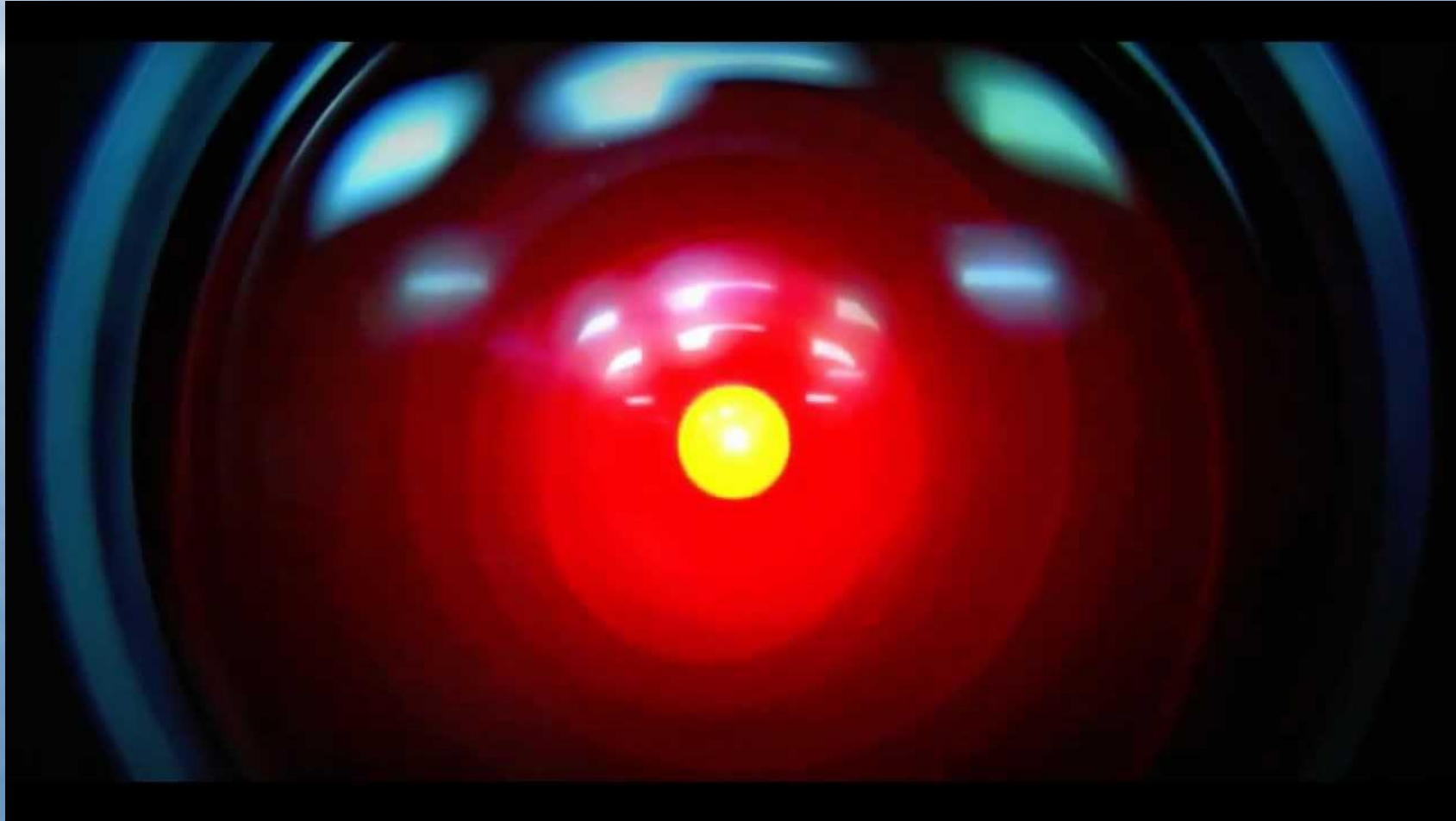
CareFirst[®]  
BlueCross BlueShield

KASPERSKY^{lab}

 CYBRARY

SO WHAT IS THE PROBLEM?

TOO MUCH TECHNOLOGY



PART OF THE PROBLEM

Sales: This product is stupid.

Service: Customers are stupid.

Finance: This system is stupid.

Development: Users are stupid.

Operations: Programmers are stupid.

Security: I wish I was stupid.

CAN WE DO SOMETHING DIFFERENT?

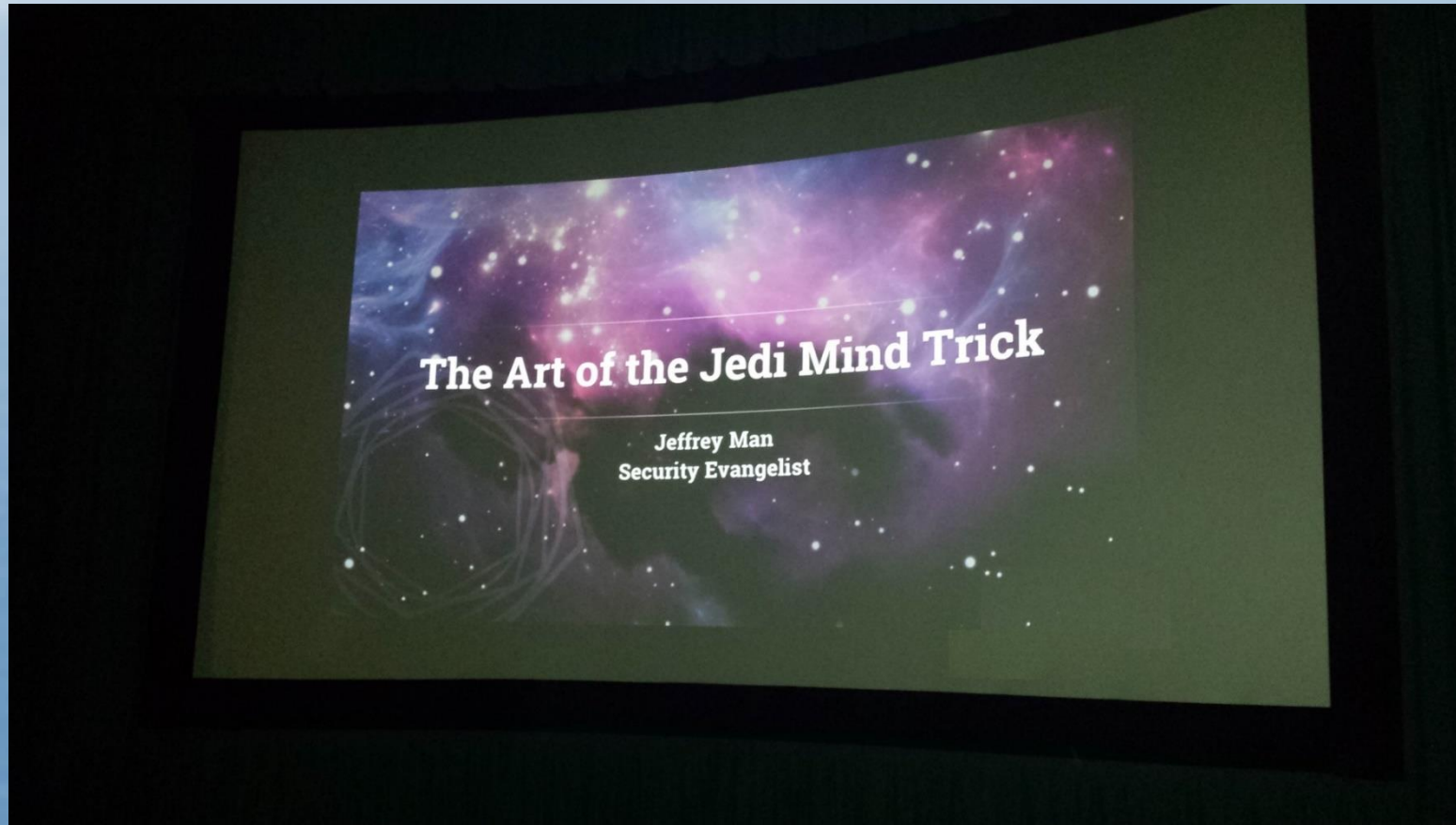
KOBAYASHI MARU

CLASSIFICATION:	Class III Neutronic Fuel Carrier
REGISTRY:	Amber, Tau Ceti IV
MASTER:	Kojiro Vance
CREW:	81
PASSENGERS:	300
DEAD WEIGHT TONNAGE:	147,943 M. T.
CARGO CAPACITY:	97,000 M. T.
LENGTH:	237 m.
BEAM:	111 m.
HEIGHT:	70 m.
MAX CRUISE SPEED:	wf 3
MAX EMERGENCY SPEED:	wf 6

**IF YOU ARE NOT PART
OF THE SOLUTION**

YOU ARE THE PROBLEM

THE FORCE AWAKENS



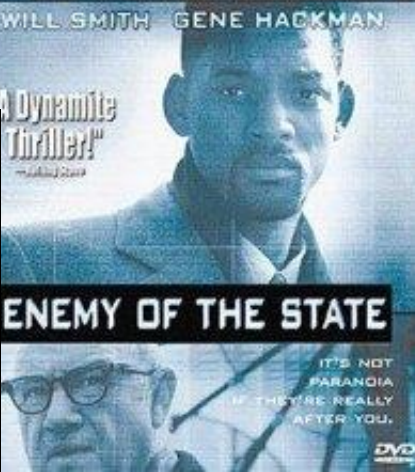
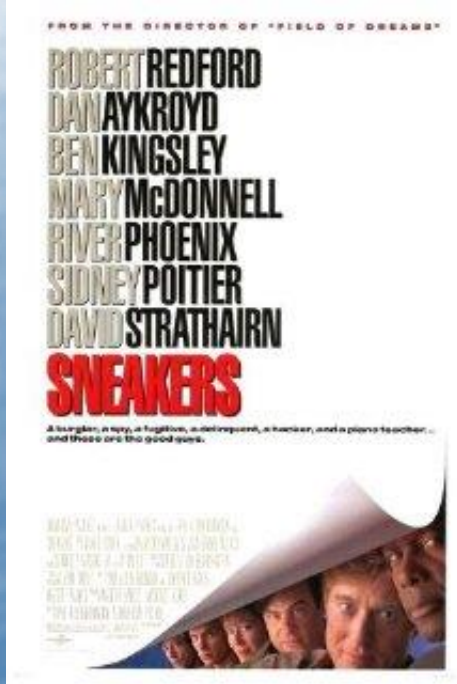
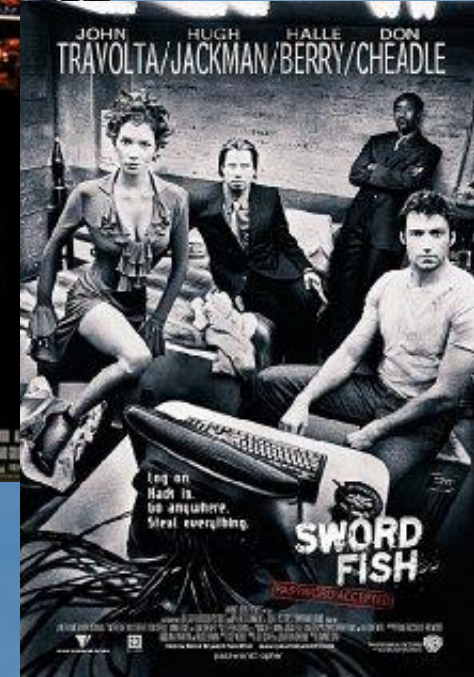
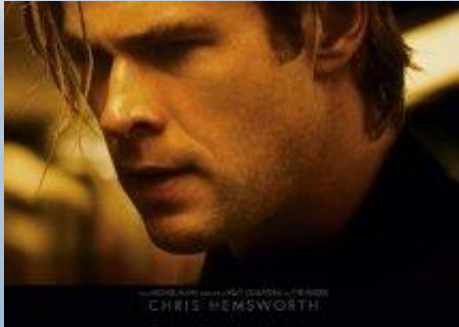
KNOW YOUR AUDIENCE



KNOW YOUR AUDIENCE

- Do your homework
- Open Source Intelligence (e.g. Google them)
- What type of Business?
- Look for indicators
 - Personality
 - Corporate culture
 - Chain of command

AUDIENCE PARTICIPATION



ENGAGE THE AUDIENCE

- Tell a joke
- Tell a story
- Icebreakers
 - The Name game
 - If you were an animal, what would you be?
 - Favorite book, movie, TV show, video game
- Audience Participation
- Get them talking

LISTEN



LISTEN

- Verbal Cues
 - Tone of voice
 - Types of questions they are asking
 - Assent
- Non-Verbal Cues
 - Body Language
 - Facial Expressions
 - Posture
 - Are they checking their mobile device?
 - Are they awake?

LEARN THEIR LANGUAGE

The Art of the Jedi Mind Trick

LEARN TO SPEAK THEIR LANGUAGE

- Understand the drivers
- Avoid (or not) hot buttons
- Respect earns trust
- Restate if necessary
- Don't give up
- Pick your battles



BECOME BILINGUAL

- Learn their language
- Speak their language
- Put what you are trying to convey in their terms
- Don't shout
- Don't slow down
- They will not learn your language – you must learn theirs

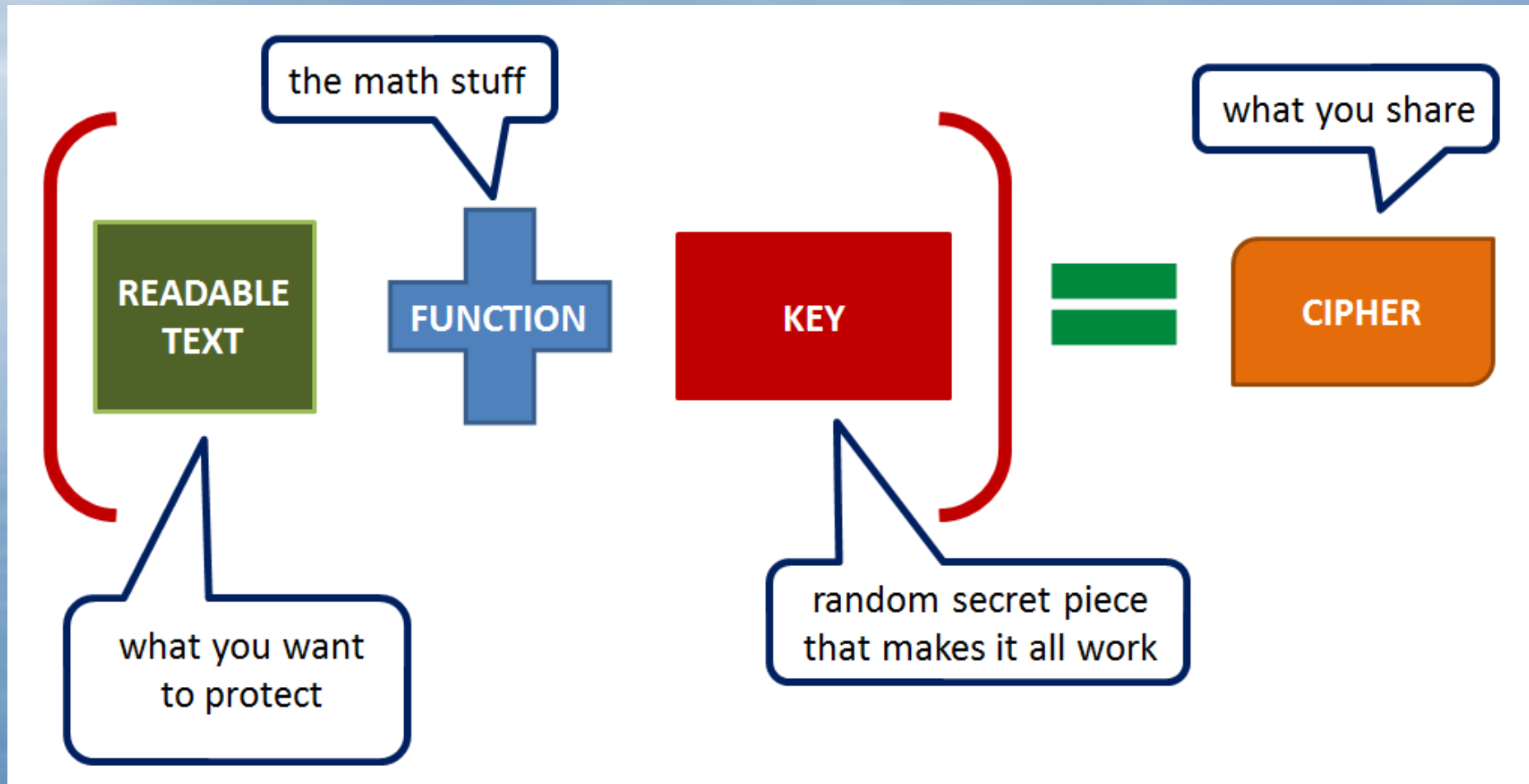
TELL STORIES



TELL STORIES

- Share your experience
 - Common themes
 - You are not alone
 - Outrunning the bear
- Analogies
 - Military
 - Sports
 - Entertainment
 - Politics/Current Events
- Avoid Colloquialisms
- Pay attention to geography
 - Part of the Country
 - Foreign Country
- Cultural Landmines
- If at first you don't succeed...

SIMPLIFY



SIMPLIFY

- Seek Understanding over technical accuracy
- Get the major points across
- You're not trying to create an expert
- Seek a basic understanding so an informed decision can be made
- Ask your audience what they heard
 - Make them explain it back to you
 - Be prepared to try again
- Lather, Rinse, Repeat

LEARN THE BUSINESS DRIVERS

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LEARN THE BUSINESS DRIVERS



- Engage
- Listen
- Empathize
- Suggest

LEARN THE BUSINESS DRIVERS

- Hint: most companies are trying to earn a profit
- Put your message in business terms
- Relate what you are trying to do back to business drivers
- Connect the dots for your audience

A COUPLE POINTERS

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DON'T ASSUME UNDERSTANDING

- Agree on terms
- Restate Expectations
- What did you hear me say?
- Put it in their terms
- Get it in writing
- Compromise



DON'T CRUSH THEM



- The Good
 - The website is pretty
- The Bad
 - XSS detected
- The Ugly
 - Default password

WHY DO WE CHOOSE TO SPEAK?

Three ways we communicate formally

THREE TYPES OF SPEECH

- **Informative**
- **Persuasive**
- **Special Occasions**



INFORMATIVE

- Teaching
- Educational
- Instructional
- Product Demos



PERSUASIVE



- Sales Presentations
- Decision Making
- Call to Action
- Motivate

SPECIAL OCCASIONS

- Personal
- Inspirational
- Reflective



THE WAYS WE COMMUNICATE

What works best for you?

DELIVERY METHODS



1. Memorized
2. Manuscript
3. Extemporaneous
4. Impromptu

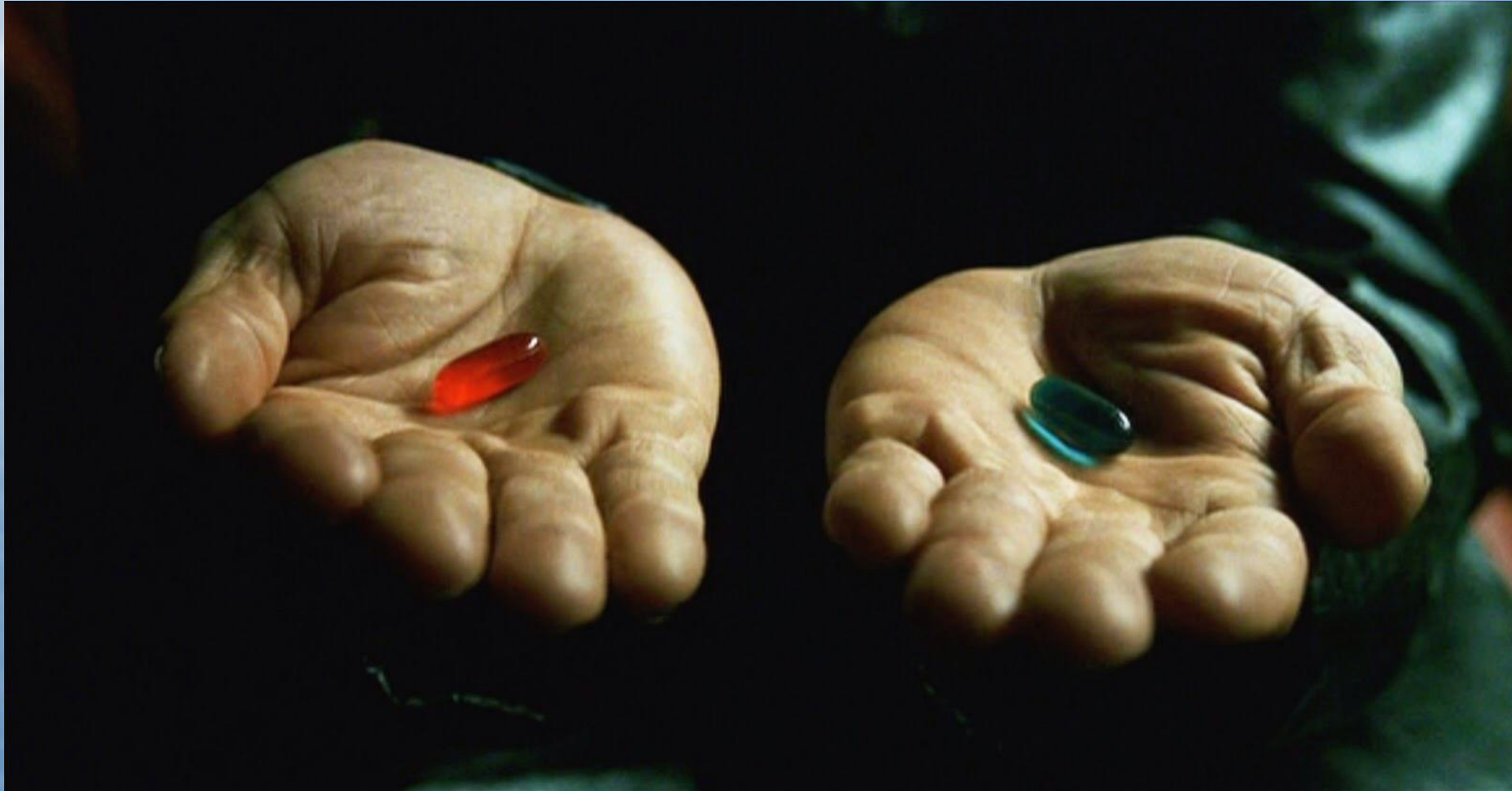
EFFECTIVE COMMUNICATION

A little bit art; a little bit science

PUTTING IT ALL TOGETHER

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I KNOW WHAT YOU'RE THINKING



RECOMMENDATIONS

- Treat security as a puzzle not a game
 - Not the hacking part but the education and awareness part
 - There are often multiple solutions
- Learn to communicate better
 - Start by listening
 - Ask questions
 - Repeat back what you're hearing
- Build trust relationships (trust must be earned)
- Perfect security is not the end game or desired state
 - Compromise is okay
 - Pick Your battles

DON'T TREAT IT LIKE A GAME

GREETINGS PROFESSOR FALKEN

HELLO

A STRANGE GAME.
THE ONLY WINNING MOVE IS
NOT TO PLAY.

CHANGE THE CULTURE



SUMMARY



Lead by example

Be the change you want to see

Understand the business problems

Be confident but humble

Earn trust

Become bilingual

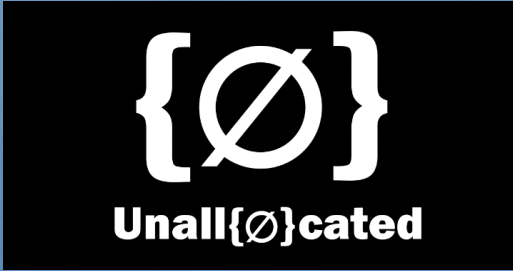
Become a teacher

Learn to listen

TREAT IT LIKE A PUZZLE



LOOK FOR OPPORTUNITIES TO PRACTICE



GO, COMMUNICATE AND MAY THE FORCE BE WITH YOU



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