

# CREATING AN AMBASSADOR PROGRAM FOR \$0

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SR. LEAD CYBERSECURITY AWARENESS

KIMBERLY-CLARK

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# Is this you?

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- I want a program, but I **do not** have enough time to create it.
- My goals for **next year**!
- I **need more** team members first in order to start the program.
- Leadership **would never** approve of my program.

# HOW DO YOU START?



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# Ambassador

Cyber  
Advocate

Champion

Cyber  
Champion

# Cyber Hero



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\$0

# Price Check



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# Why should have an Ambassador Program?

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- Increase the Information Security Awareness team without having to take on any additional headcount.
- Increase Awareness Engagement
  - Our Company has many different demographics and regions. Ambassadors can help bridge this gap and create a more customized feel for users.



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# LEVERAGE OTHERS PASSIONS



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# Dennis, Jubin, Anne-Marie

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# HOW DO YOU FIND OTHER AMBASSADORS?



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# Provide Ambassador Expectations Upfront – EXAMPLE

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Volunteer position requiring approximately 2 hours a month

Expectations:

- Attending our monthly meeting or viewing the recording
- Helping spread Information Security's message
- Provide support during InfoSec special events examples: CSAM, Annual Training, etc.

Hold the position for 2 years minimum



# Typical Ambassador Activities - EXAMPLE

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- Point of contact for any cybersecurity questions at your site
- Partner with local cybersecurity team (IR, SOC, etc) if needed
- Survey people at your location / office
- Present at local site briefings / Coordinate lunch-n-learns
- Distribute learning materials (posters, factsheets, etc)
- Interact online (Yammer, Email)
- Provide feedback



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# What's in it for the Ambassadors?

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**Recognition: Most powerful motivator out there (recognition from CISO, letter to their manager)**

- Additional skills and to be able to add cybersecurity on their resume
- Grow their network with-in your company
- To make a difference - Everyone wants to make an impact



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# LEADERSHIP BUY IN



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*“Any time a bureaucrat  
(i.e., a custodian of a system)  
Stands between you  
And something you need or want,  
Your challenge is to help that bureaucrat  
Discover a means,  
Harmonious with the system  
To meet your needs.”*

## ORBITING THE GIANT HAIRBALL

BY:GORDON MACKENZIE



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# ELEVATOR PITCH



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## Leadership Buy In – Elevator Pitch

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“I’m going to add 25 team members on to our Cybersecurity Awareness team for \$0. Do you support that?”  
– Kathryn Glynn



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# Measuring Ambassador Impact

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- # of Ambassadors / # of people for each Ambassador location
- # of times (and methods) each Ambassador engages with teams
- # of incidents in their office / group
- Track five top challenges / behaviors (phishing is an example)
- Success stories
- Average time spent to manage each Ambassador



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\$0

Grand  
Total



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# THANK YOU

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