CREATING AN AMBASSADOR PROGRAM FOR \$0

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Is this you?

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?



Ambassador

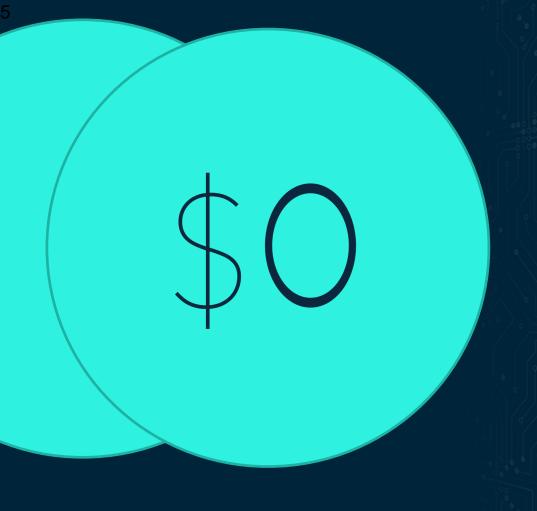
Cyber

Champion

Cyber Champion

Cyber Hero





Price Check



Why should have an Ambassador Program?

 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.



LEVERAGE OTHERS PASSIONS



Dennis, Jubin, Anne-Marie









HOW DO YOU FIND OTHER AMBASSADORS?



Provide Ambassador Expectations Upfront – EXAMPLE

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

- 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

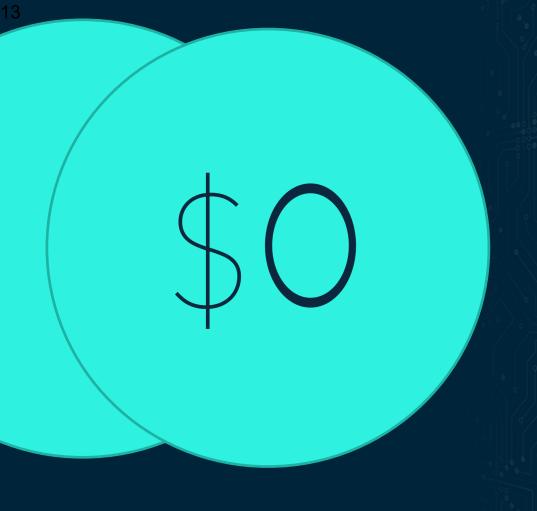


What's in it for the Ambassadors?

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





Price Check



LEADERSHIP BUY IN



"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



ELEVATOR PITCH



Leadership Buy In – Elevator Pitch

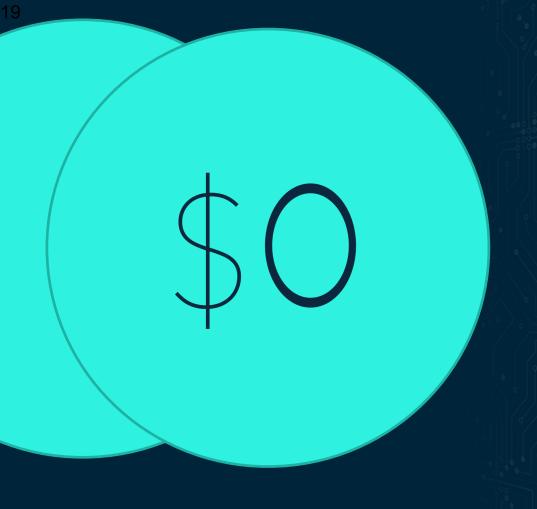
- "I'm going to add 25 team members on to our Cybersecurity Awareness team for \$0. Do you support that?"
 - Kathryn Glynn



Measuring Ambassador Impact

- # 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





Grand Total



THANK YOU

Kathryn Glynn Sr. Cybersecurity Awareness Lead Kimberly-Clark





