

Secure Your Seat

Unique CISO Communications Training Program to Limit Risk and Close Gap

According to FTI Consulting's latest research report, *CISO Redefined: Navigating C-Suite Perceptions & Expectations*, 94% of executives say information security has increased in prominence over the past 12 months, but significant communications gaps still exist between cybersecurity leaders and the executive leadership team.

While the increased focus on cybersecurity presents new opportunities for Chief Information Security Officers (CISOs), including raising their profiles within their organizations and externally, it also challenges CISOs to effectively communicate with their Boards and executive leadership. In fact, 62% of executives reported their CISOs' communication skills do not fully exceed their expectations. In the event of a cyber incident, many executives surveyed believe CISOs are not completely prepared to communicate with the most important internal and external stakeholders of their business.

To close this perceived communications gap and address the resulting organizational risk, 98% of executives surveyed support more funding for CISO communications and presentation training, with many characterizing this as an immediate need for CISOs as part of their organization's cybersecurity preparedness. Secure Your Seat (SYS) aims to directly address this communications gap by providing one-on-one training to better equip information security leaders to engage in productive conversations with the entire C-suite and Board.

Who Benefits from Secure Your Seat?



THE EXPERIENCED CISO

Secure Your Seat launches experienced CISOs into the next phase of their career, whether that's sharpening leadership and communications skills or landing a Board seat of their own. This program will allow experienced CISOs to further refine their messaging in regard to return on investment (ROI) in security programs and help them be seen as a valued advisor to the C-suite and Board.

KEY TAKEAWAYS:

- Harness skills necessary to step into Board seat of their own
- Refine quarterly/annual Board presentations
- Enhance presentation and public speaking capabilities



THE NEW CISO

Secure Your Seat helps new CISOs simplify technical jargon and key performance indicators (KPIs) into a digestible and easy to understand presentation for the C-suite and Board on a quarterly or annual basis – showing tangible ROI and progress against cyber program initiatives.

KEY TAKEAWAYS:

- Develop or enhance framework for C-suite and Board reporting
- Receive one-on-one, customized communications and presentation training to harness current strengths and address any areas needing improvement



THE C-SUITE & BOARD OF DIRECTORS

Executives and the Board want to better understand cyber risks and CISOs' plans for mitigating them. Secure Your Seat will help CISOs more clearly communicate both cyber program progress and needs in plain business terms. From the CFO to the GC to the Audit Committee – CISOs who participate in Secure Your Seat are guaranteed to better resonate and connect with their C-Suite leaders and Board of Directors.

KEY TAKEAWAYS:

- CISO will learn to better communicate risk and mitigation measures in accessible terms
- CISO will be equipped with a digestible, simple and effective program reporting framework
- CISO will be able to clearly demonstrate ROI as well as progress/setbacks against security maturity journey

SECURE YOUR SEAT CORE CURRICULUM

The core curriculum of Secure Your Seat will help participants navigate the expectations of the Board, translate technical language and KPIs into layman’s terms, enhance their Board reporting frameworks, further build out their “Board ready” resumes and brand as an information security leader, provide hands on, one-on-one messaging and presentation training, and give them an opportunity to interact and practice their Board presentations in front of a diverse group of C-suite executives with cybersecurity know-how.



ASSESSMENT, GOAL-SETTING & STRATEGY DEVELOPMENT

To position CISOs as boardroom-ready professionals, it is essential to first understand participants’ strengths and areas of opportunity, as well as their career objectives and forward looking goals. FTI Consulting experts will conduct an exploratory survey as well as a goal-setting session to understand areas where the participant’s internal and external brand could be further enhanced and to identify any communications challenges they may face.

- Exploratory Survey to Identify Areas of Focus
- Goal-Setting Strategy Session
- Internal & External Brand Analysis



INTERNAL & EXTERNAL POSITIONING

Following the survey, goal setting session and brand analysis, the FTI Consulting team will review existing materials pertaining to Board presentations and the participant’s biography and CV. Together, the participant and FTI will workshop how to enhance these materials or reframe them so that they can be used as effective communications and career development tools. One on one workshops will include:

- Board Reporting Framework Enhancements
- Building or Enhancing a Board-Ready CV
- Establishing engagement strategy for enhancing personal brand



COACHING & TRAINING

Once a customized Board reporting framework has been developed, the FTI Consulting team will prepare participants for communicating this essential information to executive leaders of their organization as well as prepare them for other potential public speaking opportunities. This presentation training will test and re-test participants on their abilities to communicate technical information in a clear and precise manner.

- Skills, Tips & Tricks Public Speaking Workshop
- Message Discussion, Presentation Training, and Feedback
- Workshopping Board reporting deck in preparation for Advisory Council



MOCK BOARD PRESENTATION TO SECURE YOUR SEAT ADVISORY COUNCIL & FINAL READOUT

As a final “capstone,” participants will have the opportunity to present their new and improved Board reporting framework to FTI Consulting’s Secure Your Seat Advisory Council – a group of prominent Board members, lawyers, fellow CISOs, and leaders in the cybersecurity industry. This group will provide constructive feedback to each participant following the presentation, as well as discuss best practices for Board reporting. Following the presentation, the FTI team will host a final call to review program results.

- Pressure Test Board Reporting Framework with SYS Advisory Council
- Discuss Next Steps and Develop Plan for how to Translate Program Learnings into Actionable Steps

WEEK	TOPICS COVERED	TIME COMMITMENT
Week 1	Assessment, Goal-Setting & Strategy Development	Initial diagnostic survey, 1 hour virtual call
Weeks 2 & 3	Internal & External Positioning	Week 2: 1 hour virtual call discussing CV and Bio Week 3: 1 hour virtual call discussing Board reporting framework
Week 4	Coaching & Training	2 hour in-person meeting
Week 5	Mock Board Presentation to Secure Your Seat Advisory Council	1.5 hour virtual presentation to Secure Your Seat Advisory Council
Week 6	External Presence Audit & Program Implementation	1.5 hour virtual call, FTI to deliver holistic packet of program takeaways, next steps, and materials for skill implementation

Upon "graduation" from the program, FTI Consulting will provide participants with the following benefits:

- Reporting framework and communications skill set to better serve their businesses' cyber needs
- Board-ready CV to position graduates for Board membership
- Certification that can be shared with their network and company, as well as on LinkedIn
- Opportunity to join FTI Consulting's SYS alumni network, which will provide them with networking opportunities with other leaders in the cybersecurity industry



CORE CURRICULUM FEES:

Pricing Available Upon Request



TIMELINE:

6 Week Program



LOCATION:

- Virtual Program with 1 in-person meeting at your home office
- Fully-Virtual Option Available



CYBERSECURITY EXPERTS:

Sessions facilitated by leading cybersecurity, ESG, reputational, digital, and cross-industry experts

About FTI Consulting Cybersecurity & Data Privacy Communications

Our Cybersecurity & Data Privacy communications practice is one of the premier cybersecurity communications groups in the industry. Named the Cyber PR Firm of the Year by the Cybersecurity Excellence Awards from 2021 to 2023, the group provides expert crisis communications counsel and support in cybersecurity preparedness and throughout the entire lifecycle of an incident, helping organizations around the world mitigate risks, improve continuity, and protect their relationships with stakeholders before, during, and after an incident.

Put simply, we help our clients to communicate effectively – across any channel – to protect and enhance their interests with key stakeholders.

With any questions or to find out more detailed information about Secure Your Seat, please contact SYS@fticonsulting.com and a team member will be in touch.

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