Security Culture and the Reasonable Person

The complexities of culture and security awareness.

Why Culture?

Topics

Consumer Protection BC

Culture

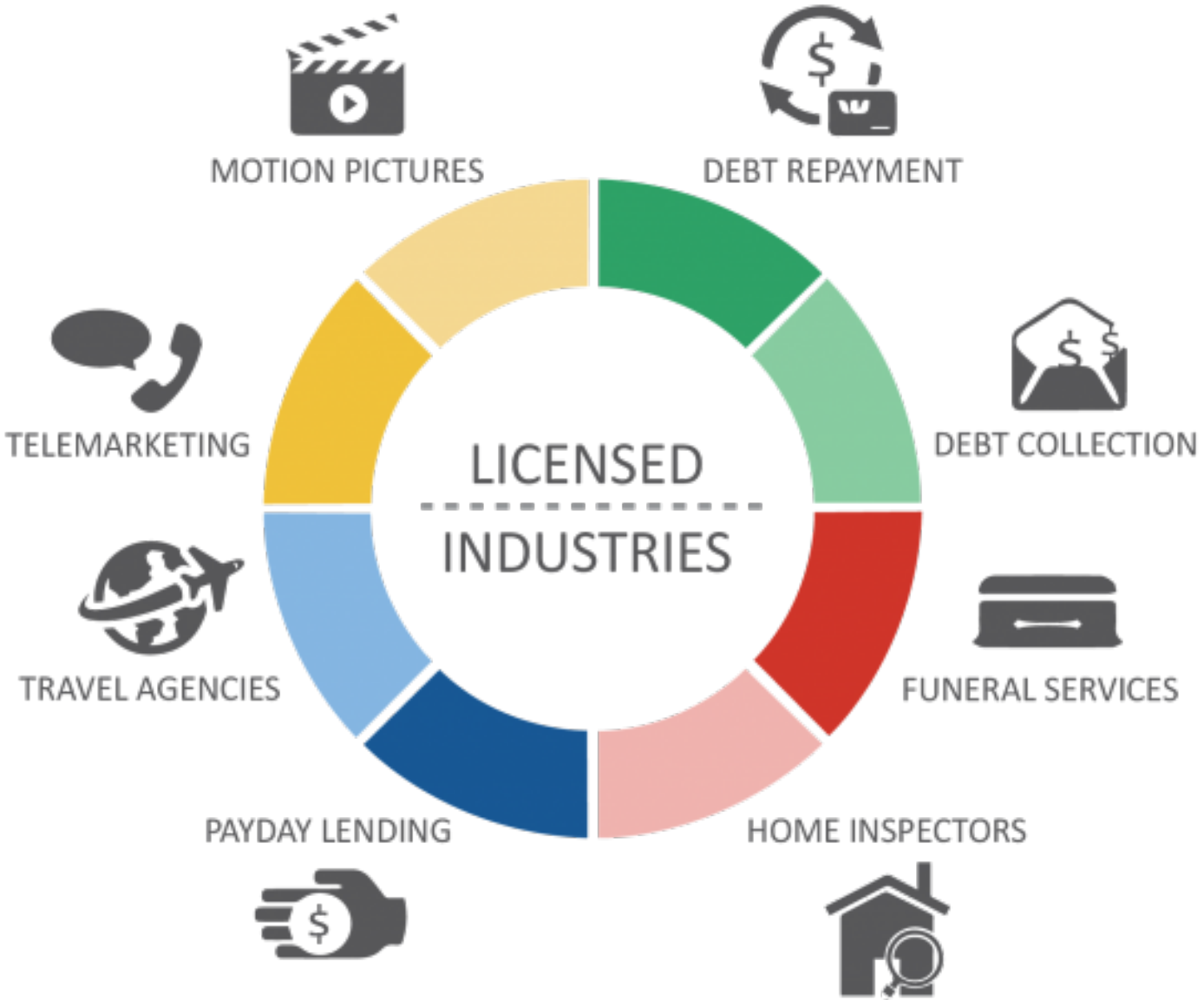
Reasonable Person

Strategy

Changing Culture

Our Laws

- We are responsible for enforcing the following laws in BC:
  - *Business Practices and Consumer Protection Act*
  - *Cremation, Interment and Funeral Services Act*
  - *Motion Picture Act*


MOTION PICTURES
DEBT REPAYMENT
TELEMARKETING
DEBT COLLECTION
LICENSED
INDUSTRIES
TRAVEL AGENCIES
FUNERAL SERVICES
PAYDAY LENDING
HOME INSPECTORS

CONSUMER CONTRACTS
CREDIT REPORTING
REGULATED
INDUSTRIES
GIFT CARDS

Leadership

- *Robert Gialloreto named by* Business Worldwide *as Best CEO Non-Profit Organization, Canada; Visionary CEO of the Year, Canada*
- *Vice-chair of the Real Estate Council of BC (RECBC)*

2019 Best Workplaces™ in Canada – Less than 100 employees

2018 Best Workplaces™ in Canada – Less than 100 employees

2018 Best Workplaces™ in British Columbia

2017 Best Workplaces™ in Canada – Small

Our Values

TRUST

ACCOUNTABILITY

INTEGRITY

EXCELLENCE

IMPACT

Culture

What is Culture? (According to Webster's)

- The customary beliefs, social forms, and material traits of a racial, religious, or social group
- The set of shared attitudes, values, goals, and practices that characterizes an institution or organization
- The set of values, conventions, or social practices associated with a particular field, activity, or societal characteristic
- The integrated pattern of human knowledge, belief, and behavior that depends upon the capacity for learning and transmitting knowledge to succeeding generations

Importance of Culture

The Canadian Center for Occupational Health and Safety considers Organizational Culture the #2 risk for Mental Health.

Culture Shock

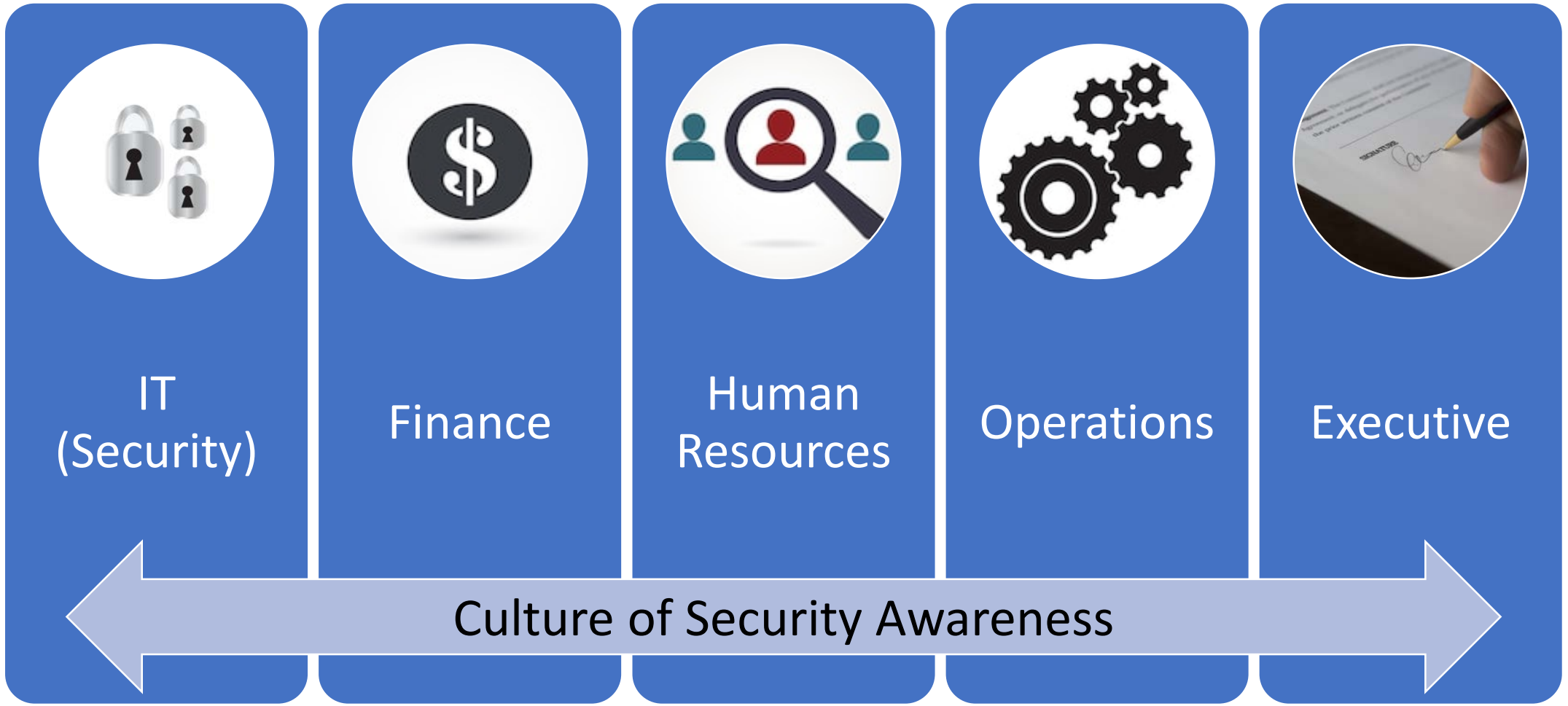
Culture Examples

Tech culture

Privacy culture

Office culture

Cross Section of Security Culture



Questions…

- What is cyber security culture?
- How do we measure success?
- Will our current tactics accomplish our goals?

Summary of Culture

UNIQUE

ADAPTIVE

POWERFUL

Changes

Robots and AI

- Boston Dynamics
- Softbank

- Facebook
- Element AI

Bionic Humans

- **Is the Future of Humanity Bionic?**
  - IEEE TechEthics Virtual Panel
- Bionic Actress - Angel Giuffria
- Color sensing implant - Neil Harbisson

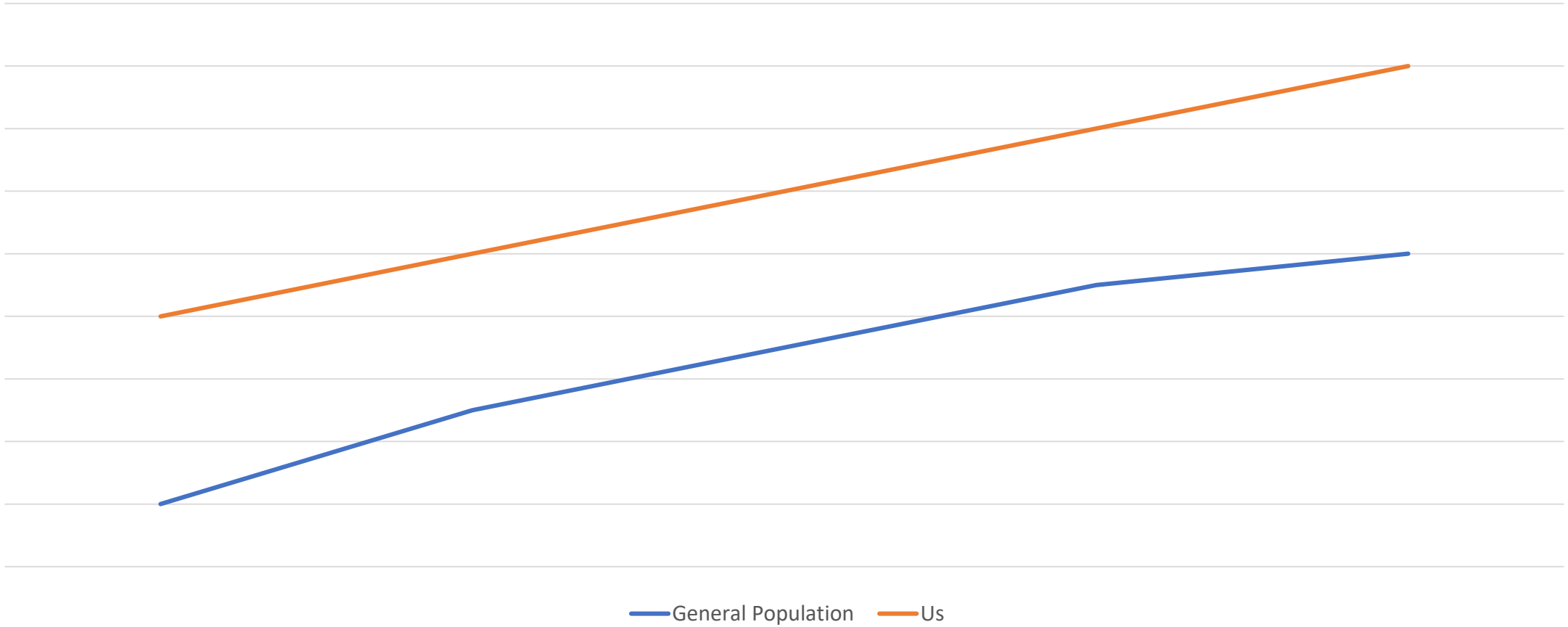
Cybathalon

Reasonable person

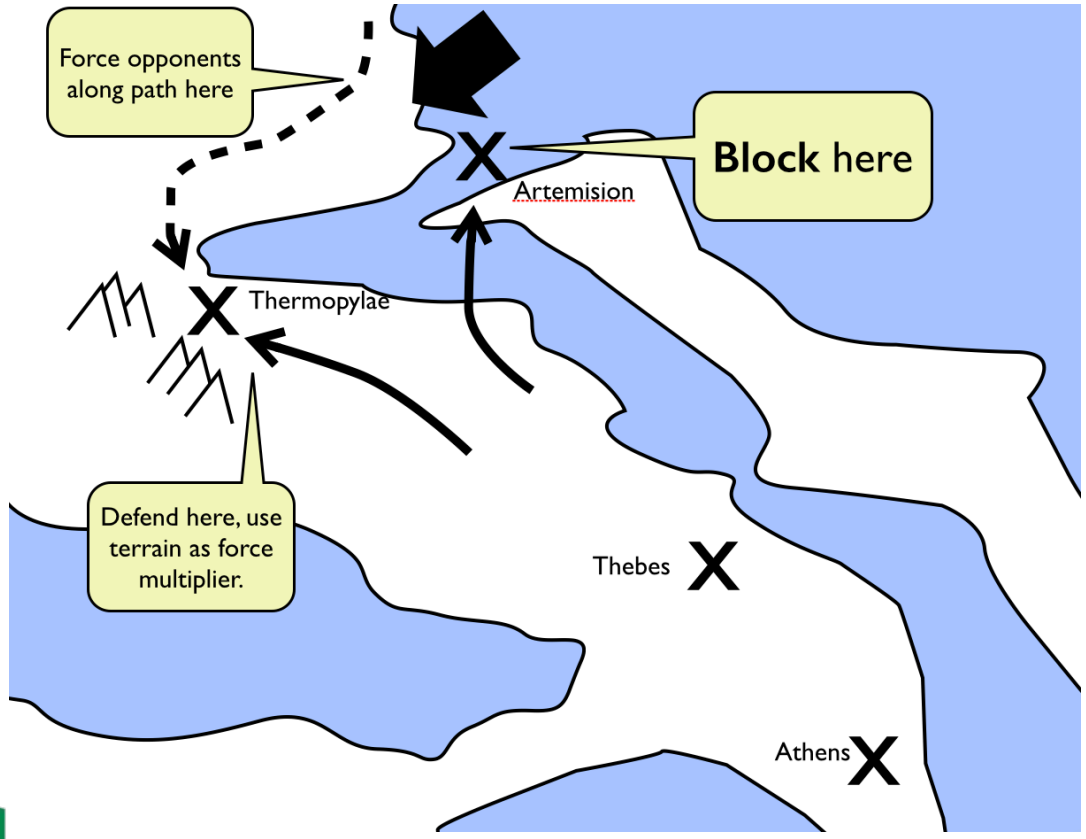
- **reasonable person n**
- **:** a fictional person with an ordinary degree of reason, prudence, care, foresight, or intelligence whose conduct, conclusion, or expectation in relation to a particular circumstance or fact is used as an objective standard by which to measure or determine something (as the existence of negligence) [we have generally held that a *reasonable person* would not believe that he or she has been seized when an officer merely approaches that person in a public place and begins to ask questions "*State v. Cripps*, 533 N.W.2d 388 (1995)"] called also *reasonable man*

Source: Merriam-Webster's Dictionary of Law ©1996. Merriam-Webster, Incorporated.

Problem Solving Skills of Attendees



Strategy



Strengths

A well trained Spartan army

A high level of motivation not to become a Persian slave

Most of the Persian army are mercenaries and slaves

Weaknesses

The rest of the Greeks aren't well trained

The Ephors might stop the Spartans turning up

A truck load of Persians ARE turning up

Opportunities

Get rid of the Persians

Get rid of the Spartans

Become a Legend

Threats

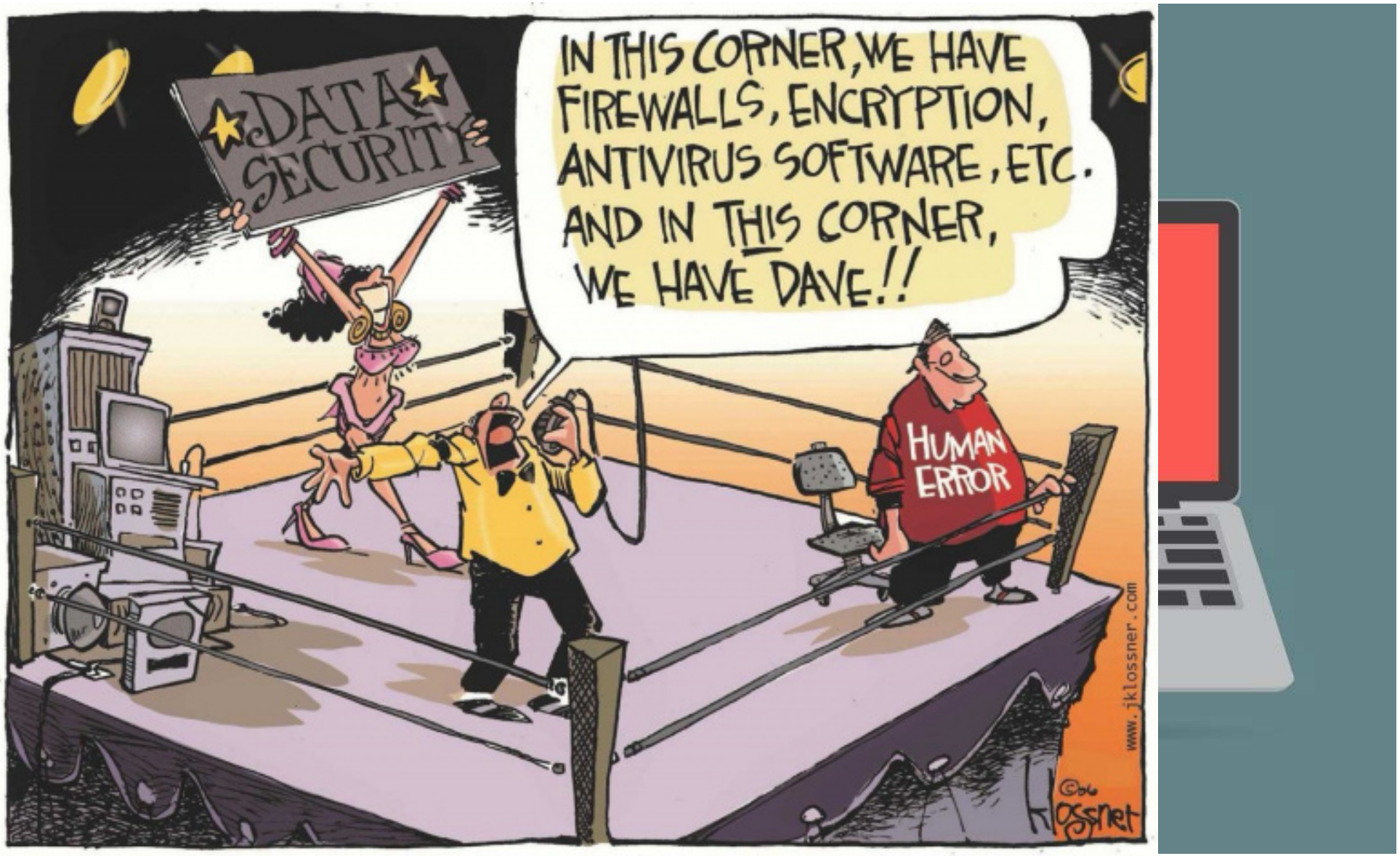
Persians get rid of us

The Oracle says a really dodgy film might be produced over 2,000 years later

Building a strategy

Why do
security

- Margin fo
- Increased
- More atta
- Sophistica



Implementing a Strategy

- OGTM
- OGSM
- SWOT
- Wardley Maps
- Porter’s five forces
- Value chain
- USP Analysis
- Johari Window

Mission, Vision, and Values

Culture
eats
strategy for
breakfast

— Peter Drucker

Changing Culture

Formal:

Senior leadership such as CEO, CFO, CMO, CIO, EA

Informal:

Team leaders, Influencers, Champions

Changing the Memory of Culture

Respecting History

- Storykeepers
- Innovators
- Peacemakers

Why do people pay attention to security programs?

- They like making their lives harder?
- Fear of being caught?
- Because I’m the boss?
- Fear of Malware?

Security in your organization

Talk about it

Teach Others to Lead

Have a plan

- Clarity of message
- Transparency
- Medium

DCOM® Framework

- Direction
- Competence
- Opportunity
- Motivation

Inspire

- Make it their passion
- Reward people

Attack!

- Create a common enemy.
- Make it fun.

Build your future