Executive Security Storytelling
With Danny Pehar

COMMUNICATION: What's Involved

Messaging
Delivery

- Subject matter vs Storyteller
- You
- Your audience

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EXECUTIVE STORYTELLING: Getting Your Point Across

- **STATE:**

  A current state, a point of notice, a trend

  EXAMPLE: We have noticed that 80% of our organization's contractors are hired outside of our specified guidelines.

- **CONCERNS:**

  An issue or concern with the STATE

  EXAMPLE: The issue is that those guidelines are set for us to get the best price possible and every time they are ignored, we lose money.

- **EFFECT:**

  The effect or the impact of the above

  EXAMPLE: This is resulting in a loss of $1.2 million to our organization every quarter.

- **SUGGESTION:**

  The offer, the pitch, the suggestion for the above

  EXAMPLE: I need your help to enforce these guidelines.

EXECUTIVE STORYTELLING: Getting Your Point Across

- **STATE:** EXAMPLE: My team has been given a quota to sell in the U.S.

- **CONCERNS:** EXAMPLE: My concern is that U.S. companies want to buy from people they meet face to face, but my team has not been given the travel budget to go to the States.

- **EFFECT:** EXAMPLE: This is resulting in my team spinning their wheels- focusing on accounts that will never buy from them, while neglecting their Canadian accounts, which they can sell to locally.

- **SUGGESTION:** EXAMPLE: My suggestion is that you give my team approval for a travel budget or take away my team's U.S. quota.

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EXECUTIVE STORYTELLING: Getting Your Point Across

- **STATE:**   EXAMPLE: I have noticed that the world of security has gone crazy. It seems like every time I turn on the TV, there's a story of a company being

  breached. Are you noticing this?

- **CONCERNS:**   EXAMPLE: The issue with this is that a lot of the organizations I'm speaking with are telling me that their jobs are more difficult because of this increase in security problems. Has your job gotten harder?

- **EFFECT:**   EXAMPLE: With the increase in breaches being what they are, and IT teams being stretched, people are telling me they have an increased fear of a breach, loss of money, data and trust. Is this something you are feeling?

- **SUGGESTION:**   EXAMPLE: Let me tell you about my organization's security team...

BUILDING EFFECTIVE COMMUNICATION: Clarity

Welcome   Thank you, my name is, my title is, anything of relevance

Topic   I'm here today to talk to you about…

Your Point   If you follow my instructions, you will be awesome

Your Breakdown   I will break down my instructions in the following categories

THE ART OF COMMUNICATION: Putting It All Together

Welcome: Hi my name is

Topic: My topic is

Your Point: My point is

Your Breakdown: I plan to breakdown my point into four main categories

State

Concern

Effect

Suggestion (broken down below)

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NOW WHAT? Proper Education is More Than Just Focusing on the Content

- THE CONTENT

- THE STUDENT

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TAKING YOUR MESSAGE TO THE NEXT LEVEL

- STORIES

- FLOW

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BUILDING EFFECTIVE COMMUNICATION: The Story

Welcome   Story 1

Topic   Story 2

Your Point

Your Breakdown

     Sub Point 1

     Sub Point 2

     Sub Point 3

Recap

Call To Action

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BUILDING EFFECTIVE COMMUNICATION: The Flow

9 27 51 4101153811241631

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

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BUILDING EFFECTIVE COMMUNICATION: The Flow

Why am I telling you this?

Why does this matter?

How does this connect to my next point?

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Thank you!