



SECURITY MANAGEMENT SELF-ASSESSMENT:

ARE YOU ADDING
OR
SUBTRACTING VALUE?

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DO YOU DAILY PUT OUT FIRES?

OR

**ARE YOU A FULL PARTNER IN PUSHING
YOUR ORGANIZATION
FORWARD?**

**SECURITY LEADERS HAVE AN OBLIGATION
TO ADD VALUE
TO THEIR ORGANIZATION...**

***WE WILL WALK AWAY THIS MORNING
SAYING...***



ALWAYS ADD VALUE

*The best prize life offers is the chance
to work hard at work worth doing.
Teddy Roosevelt*

OUR ROADMAP TO ADD VALUE

- Review the common traps that cause security professionals to fail
- Identify the key attributes of the most successful security managers
- Discuss proven methods to measure and demonstrate the value of security
- And if you participate...



TRAPS TO AVOID

Use Rule #2 ---

Don't tell them "no" but tell them "how"

What is Rule #1 ?

Don't be stupid

TRAPS TO AVOID

- ✓ **Security is a world unto itself**
 - No it is not – be a strategic business partner
 - Stay current on current events
 - Stove piped in the daily grind
- ✓ **What we have here is a failure to communicate**
 - Face-to-face communication is becoming a lost art form in our virtual world
 - We think everyone gets it and thinks about security the way we do
 - Not asking the right questions to ascertain the real problem

TRAPS TO AVOID

- ✓ **Security bolted on vs. baked in**
 - “Two cups of security please”
- ✓ **Image isn't everything, but image is important**
 - Being typecast as a fire fighter or “bad cop”
 - So enthralled with “regulations” we forget mission
 - We manage risks and are paid to think & act
- ✓ **Your integrity is questioned**
 - Know what you know...
 - Do what you advocate
 - When you make a mistake, admit it, rectify it & move on



ATTRIBUTES FOR SUCCESS



**IF I TAKE CARE OF MY
CHARACTER, MY REPUTATION
WILL TAKE CARE OF ITSELF.**

DWIGHT L. MOODY

ATTRIBUTES FOR SUCCESS

- ✓ **Be an excellent communicator**
 - Take something complicated and make it simple
- ✓ **Make time for people**
 - None of us is as smart as all of us
 - Gain the trust of the workforce
 - The best ideas come from the people that are closest to the work – engage them
- ✓ **Possess a high business acumen**
 - Get to know your customers – relationships matter
 - Enable the mission by achieving an acceptable level of risk at an acceptable cost

ATTRIBUTES FOR SUCCESS

- ✓ **Be known as a problem solver**
 - Anticipatory vision
 - “The book” doesn’t always have the answers
- ✓ **Be a force multiplier**
 - Competence + Credibility = Trust
- ✓ **Embrace what everyone brings to the table**
 - Industry provides the consistent brain trust
 - Government provides command and control
 - The two can and do work well together when done right!


ATTRIBUTES FOR SUCCESS

✓ **Make decisions**

- You cannot break new ground and play it safe at the same time – we are paid to think!
- Gather information wisely, prepare thoroughly with the right motives, fail successfully, display flexibility and march forward with confidence

✓ **Do unto others as you would have them do unto you...**

SHOW YOUR HUMANITY



**I HOPE I SHALL ALWAYS
POSSESS FIRMNESS AND
VIRTUE ENOUGH TO MAINTAIN,
WHAT I CONSIDER THE MOST
ENVIABLE OF TITLES,
THE CHARACTER OF AN
HONEST MAN.**

GEORGE WASHINGTON



DEMONSTRATE SECURITY'S VALUE

*Every journey is accomplished
one step at a time.*

*The plans of the diligent surely lead to advantage.
Proverbs 21:5*



DEMONSTRATE SECURITY'S VALUE

Security is a paradox...
The more it succeeds the
less important it appears.

So our measurement of value most often is...

**NOTHING
HAPPENED**

DEMONSTRATE SECURITY'S VALUE

+ Numbers can and do matter

- Utilize metrics that make the business case...

 - be the CEO

 - processing cycle time

 - responsiveness

 - if it can be measured, it can demonstrate value

- Know what security costs as fraction of the total cost or profit – use that if it is low. If not, fix that 😊

- Benchmark your security costs with other organizations

- If you are saving money over time, tell that story!

DEMONSTRATE SECURITY'S VALUE

+ What are they saying about you?

-Inspections

-Violations

-Award fees

-Return on Security Investment

-Turnover

+ Move from overhead to direct

-“We make money for the company!”

-Viewed as business discriminator

+ Do you have a seat at the table?

-Security planning that demonstrates value vs. costly security repairs later

FRAME SECURITY'S IMAGE

It's not just return on investment –It's about return on perception.

Frame security as a contributor, and business partner...not a detractor to the bottom line.

HOW?

Demonstrate your value to the organization every single day.



ALWAYS ADD VALUE

*If you cannot have fun in security,
you simply cannot have fun.*

John Hildebrand

DO THE MATH

PEOPLE IN LIFE...

SOME ADD

We enjoy them, they give of themselves, they are intentional

SOME SUBTRACT

We tolerate them, they focus on their own heavy load,
often unintentional

SOME MULTIPLY

We value them, they help you succeed and celebrate you!
Call or drop them a note...

SOME DIVIDE

We avoid them, intentional in making themselves look better by
making someone else fail

Winning with People
John C. Maxwell



**WHAT
ARE YOU
DOING WITH
YOUR
“DASH”?**

TAKE AWAY OF VALUE

CONTINUALLY ASSESS YOUR PERSONAL AND PROFESSIONAL COMPETENCIES - MOVE TOWARD THE VALUE SIDE

- Avoid common traps that cause security professionals to fail
- Adopt attributes of the most successful security managers
- Embrace proven methods to measure and demonstrate the value of security



ALWAYS

ADD

VALUE

*Whatever is true, noble, right, pure, lovely,
admirable – if anything is excellent or praiseworthy –
think about such things.*

Philippians 4:8



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