

Communicating Security for Success

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Communicating Security for Success

- ① Setting the stage - what does the job require of us today?
- ② Gaining a position of influence
- ③ Framing management perception about security
- ④ Communication tool box
- ⑤ Communicating for results
- ⑥ Priorities vs. preoccupation

SETTING THE STAGE

What does the job require of us today?

The security profession touches every life in
an organization –
that is both a privilege and a great
responsibility

Security Professionals Today

- ⦿ Strategic and tactical
- ⦿ Business acumen
- ⦿ Consensus builder
 - Negotiation
 - Facilitation
 - Interpersonal and communication effectiveness
- ⦿ Global perspective
- ⦿ Credible, fair and politically astute

Before We Charge Ahead...

Jot down the top three things you do in your job that require you to communicate with others...

- ✓ Who are you communicating with?
- ✓ Are you making the most of every opportunity?
- ✓ Talk to your neighbor, share lessons learned in “Communicating Security for Success”

GAINING A POSITION OF INFLUENCE

It's not the position that makes the leader;
it's the leader that makes the position.

Influence Is Best Achieved When Leading By Example

- ◎ Situational vs. sustaining leadership
- ◎ Credibility is a non-renewable resource
 - There is no such thing as a lapse of integrity
- ◎ Do your homework, build relationships
 - Key on successful leaders, gain their insights
 - Train your boss – they lead the security mission
 - Volunteer to lead efforts non-security related
 - Have more than an open-door policy – get out and go through some doors

FRAMING MANAGEMENT PERCEPTION ABOUT SECURITY

Security is a paradox –
the more it succeeds,
the less important it appears

Manage the Perception

- ⦿ Harvard study – marketing myopia
 - Ask how you can best support the organization and its people, enable the mission
 - If security is not seen as valued, your “program” is irrelevant to management
- ⦿ Market your uniqueness
 - You see things that no one else sees in the organization
 - Package security as the “problem solver”

Making the Business Case

- ⦿ Everything we do is a business decision – make the business case
 - Reality check – we don't have the resources to make everyone or everything safe
 - Make risk assessments and prioritize what can be done
- ⦿ Manage security for results
 - Competence in balancing priorities and dollars
 - Decision processes that relate security to the larger mission context

COMMUNICATION TOOL BOX

*“I don’t aim to kill the butterflies,
but I want to get them to fly in
formation.” --Anonymous*



The Misconception of a Successful Speech

◎ What are you thinking?

- *“I hope they like me”*

OR

- *“I hope they understand me and can use the information”*

“Make yourself the conduit of a message to your listeners. Once you are not the focus, it is easier to relax.” Maggie Bedrosian

Why People Dislike Public Speaking

- ⦿ They are afraid – predictable response
- ⦿ They are uncomfortable
 - It feels unnatural
 - Worried about failure
 - Sense of exposure
 - Bad experiences before
- ⦿ Reactions
 - Forgetting to breathe
 - Increased heart rate
 - ...and those butterflies!

Focus on the Message!

A *good* speech is one where the *speaker* has a message

A *great* speech is one where the *message* has a speaker

Tips for Good Listening

1. Be Quiet
 - You can't listen if you are talking; it can't be done
2. Put speaker at ease
 - Help the person feel free to talk
3. Show you want to listen
 - Look and act interested, listen to understand rather than to respond
4. Remove Distractions
 - Find a quiet spot away from phone
5. Empathize
 - Try to adopt point of speaker

COMMUNICATING FOR RESULTS

If opportunity doesn't knock,
build a door!

The Right Language at the Right Time

- ⦿ Again, making the business case
 - Cost, schedule, performance
 - Tie the message to the mission
 - Know the basics – budget, procurement, etc.
- ⦿ Don't be too technical
 - Avoid security jargon, focus on protection of organizational assets
 - Be concise and clear with your recommendations

Be An Advocate

- ⦿ Because others will shape your message if you don't
- ⦿ Tell your success story your way
 - Elevator speech
- ⦿ You want to control what is said about the security program
 - Systematic, intentional communications

Being Intentional in the Message

- ◎ Systematic communications
 - Benchmarks, measurement systems, track and communicate results of service delivery
 - Results orientation – communicate goals and accomplishments
 - Solicit feedback from customers, communicate it widely
- ◎ We don't always deliver the good news, so do it with credibility and clarity
 - Try to not say “no”
 - Look for alternative solutions that meet requirements and support the mission

PRIORITIES VS. PREOCCUPATION

We need to be fire prevention
experts instead of being fire
fighters

Who Orders Your Days?

- ◎ You have the exact amount of time to do what you want to do
 - Think about priorities
 - Who/what determines your day
 - Be disciplined and focused
 - Leverage your communications to your program's advantage every single day

Choose or Lose – Initiate or React

◎ Initiate

- Pick up the phone
- Make contact
- Spend time planning
- Anticipate problems
- Invest in people
- Fill calendar with priorities

◎ React

- Wait for the phone to ring
- React to problems
- Spend time with people
- Fill calendar by requests or crisis events

Leadership 101
John Maxwell

Work Smart, Then Hard

- ⦿ Security procedures are not a substitute for common sense
- ⦿ Deliver security excellence
 - Integrity, customer focus, setting goals and achieving results
 - Move away from problem solving – create opportunities!

With The Right Priorities in Place

- ◎ With the right priorities in place, you avoid
 - Neglecting business aspects
 - Identifying problems without solutions
 - Blaming management – you are them!
 - Reacting to crisis vs. planning effectively
 - Compromising security for political purposes

WRAPPING IT UP

You know your life counts when others
know they can count on you

--- David Demko

Things to remember...

- ◎ To be relevant security must be valued
 - As a security leader, **articulate** the value of security
 - When we have established our relevance and value, the resources and support follow
- ◎ Focus on leading the security organization
 - **Pro-active** – strategic and tactical
 - **Respected** as a business partner
- ◎ A place people seek out for assistance
 - Be approachable, flexible and communicate at every opportunity!

Communicating Security for Success

A true leader in security has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to others.

He does not set out to be a leader but becomes one by the quality of his actions and the integrity of his intent.



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