

# Style Over Substance

How to Use Bowties to Reach Your Audience-  
A New Approach to Teaching IT Security

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# AMERICA INVADED

Eight men, trained in foreign camps and funded by a hostile nation, infiltrate our shores to perform acts of sabotage, espionage, and terrorism.

Their avowed goals:

- Attack and destroy infrastructure such as bridges, railyards, and skyscrapers
- Annihilate American and Jewish targets to cause general mayhem and bring fear to the populace



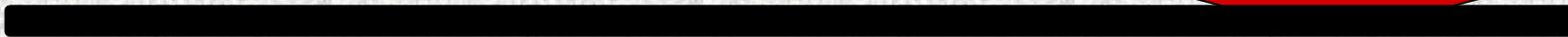
# THE INVADERS' METHODOLOGY

- “Sleeper” agents, some born/raised in the U.S.
- Classic guerilla cell structure
- Funding in cash, using dead drops and public mail
- Communication through anonymous messaging



# CAPTURED BY U.S. FORCES

- Team accidentally observed during patrol
- Two weeks later, one cell member confesses to the FBI, turns over the other seven
- All are put before classified military tribunals



# 1942

- The infiltrators:

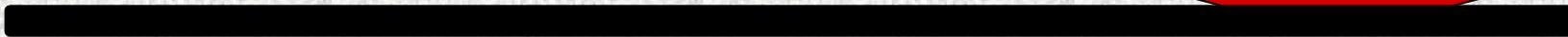
Dasch, Burger, Haupt, Heinck, Kerling,  
Neubauer, Quirin, Thiel

- All except Dasch and Burger are executed



# The Role(s) of the Security Educator

- storyteller
- historian
- entertainer
- teacher
- confidant



# SMOKE

**-Sin/Scandal/Sex**

**-M**

**-O**

**-K**

**-E**



# Sin/Scandal/Sex

## Pros:

- High universal appeal
- Vast array of examples to choose from
- Certainty of reaching your audience

## Cons:

- Lack of acceptable visual aids



# SMOKE

**-S**

**-Money**

**-O**

**-K**

**-E**



# Money

## Pros-

- many, many examples from history
- carrot-and-stick approach

## Cons-

- you can't just give it away during training



# SMOKE

**-S**

**-M**

**-Ownership**

**-K**

**-E**



# Ownership

## Pros-

- incredibly effective
- durability exceeds most other tactics

## Cons-

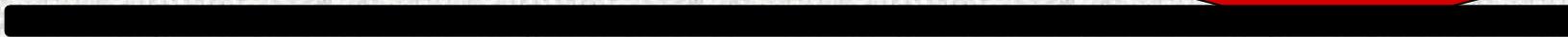
- extremely difficult to accomplish



# Ownership

Tips and tricks:

- engage the audience
- examples:
  - personal
  - real world
  - organizational



# Ownership

Engaging the audience: positive perception  
and pitfalls



# SMOKE

**-S**

**-M**

**-O**

**-Killing**

**-E**



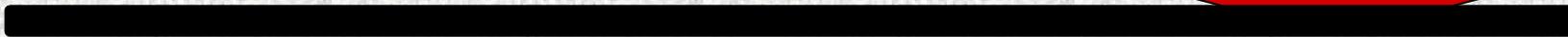
# Killing

## Pros-

- nothing like Sex and Violence together to reach an audience
- shows the true end result of poor security

## Cons-

- risk of offense by demeaning the gravity of the subject



# SMOKE

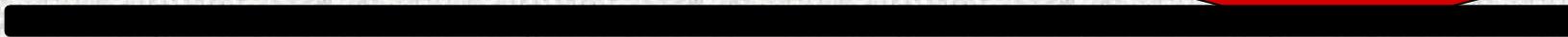
**-S**

**-M**

**-O**

**-K**

**-Eccentricity/Eclectic/Entertaining**



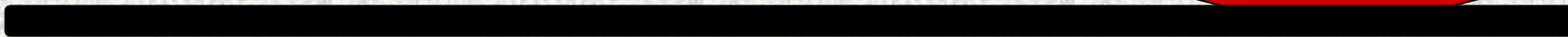
# **Eccentricity/Eclectic/Entertaining**

## **Pros-**

- personal interface with the personnel of your organization

## **Cons-**

- requires you maintain a modicum of professionalism or appear clownish



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