



Opening Keynote: Strategic Planning for Security

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What a Leader Does – Mark Hurd

- Formulates Strategy
- Creates an operating model to execute the strategy
- Hires the right people to execute the operating model





Why Strategy?

Steven Chabinsky
FBI Assistant Deputy Director of National
Intelligence for Cyber

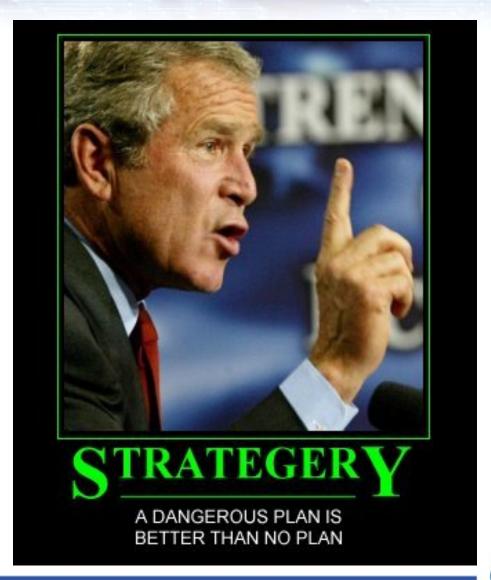
"I am convinced that given enough time, motivation and funding, a determined adversary will always – always – be able to penetrate a targeted system."



State of the Art



What is Strategy?







What is Strategy? – Henry Mintzberg

- 1. Strategy is a plan, a "how," a means of getting from here to there.
- 2.Strategy is a ploy, a manuever to outwit an opponent.
- 3. Strategy is a pattern in actions over time.
- 4. Strategy is a position
- 5.Strategy is perspective, that is, vision and direction





Strategy – Understand the Trends

- What are the trends?
- What happened in the past
- What is happening now
- How does that trend affect tomorrow





Your Strategy: Aligned with Business

- You need to achieve a common perspective with your business leaders
- Understand your key business drivers
- Because your security strategy must contribute to the success of the business





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An Example

- Common vision Security impacts the bottom line and can achieve bottom line value through cost avoidance
- Key drivers growth through M&A, quality improvement, service cost reduction





They Have Plans Too

- Company Strategic Plan
- Quality Strategic Plan
- Marketing Strategy
- Business Unit Operating Plans
- Information Services Strategy
- Transformation Strategy





They Have Operating Models

- Do you have an operating model?
- Does your model align with the corporate model?
- Because culture trumps strategy every time
- An operating model is key to your strategy's success



State of the Art Break it Down: Vision to Individual Goals

Vision L. Car

-Strategy

- Strategic Plan

- Operating Model

- Annual Operating Plan

Informs Dept / Group / Individual Goals



Questions?

Thank you for your time

