THE ART OF
THE JEDI MIND TRICK

Learning Effective Communication Skills

Jeffrey Man
Security Evangelist
InfoSec Jedi Master
SPEAKER BACKGROUND
A LONG TIME AGO…
33+ YEARS EXPERIENCE IN INFORMATION SECURITY

• 13 years with the Department of Defense
  • Certified Cryptanalyst
  • Designed Cryptosystems and Cryptologic Aids
  • Founding Member of Systems & Network Attack Center
• 20 years of commercial professional services
  • Penetration Testing
  • Vulnerability Assessments
  • Security Architecture Development
• 10 years as a PCI Qualified Security Assessor (QSA)
  • Lead Assessor/Assessment Team Member
  • Trusted Advisor
• 4 years as an Evangelist/Strategist
NATIONAL SECURITY AGENCY

- Cryptanalyst
- Infosec Analyst
- Penetration Testing
- Vulnerability Assessment
- Threat Detection
- Forensics
FIRST SOFTWARE-BASED ENCRYPTION SYSTEM
THE VIGENERE WHEEL
SPECIALIZED CIPHER DISC
MEMBER OF THE FIRST NSA RED TEAM
MY PCI CUSTOMERS
TEACHING THE PADAWAN
OFFICIAL CURMUDGEON CEREMONY
CONTACT INFORMATION

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NOW LET’S LEARN A FEW JEDI MIND TRICKS!
INTRODUCTION

What to expect from this workshop
WHY IS COMMUNICATION SO HARD?

DID EVERYONE READ MY EMAIL ABOUT HOW TO IMPROVE OUR COMMUNICATION?

WAS IT A LONG, RAMBLING EMAIL THAT STUMBLED FROM ONE BARELY COHERENT POINT TO ANOTHER?

THAT ONE MUST HAVE BEEN FROM SOMEONE ELSE.

GOOD, BECAUSE I DIDN'T READ IT.
EVERYONE’S TALKING

- BSides Cape Breton
- BSides Las Vegas
- BSides San Francisco
- DEFCON
- blackhat USA 2015
- INFRAGARD
- CNP Expo 2016
- ISACA
- DerbyCon Unity
CLEARLY SOMETHING IS NOT WORKING
SO WHAT IS THE PROBLEM?
TOO MUCH TECHNOLOGY
Sales: This product is stupid.
Service: Customers are stupid.
Finance: This system is stupid.
Development: Users are stupid.
Operations: Programmers are stupid.
Security: I wish I was stupid.
<table>
<thead>
<tr>
<th>Classification</th>
<th>Class III Neutronic Fuel Carrier</th>
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<tr>
<td>Registry</td>
<td>Amber, Tau Ceti IV</td>
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<td>Master</td>
<td>Kojiro Vance</td>
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<tr>
<td>Crew</td>
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<td>Passengers</td>
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<td>Dead Weight Tonnage</td>
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<td>Cargo Capacity</td>
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<tr>
<td>Length</td>
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<td>Beam</td>
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<tr>
<td>Height</td>
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<td>Max Cruise Speed</td>
<td>wf 3</td>
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<tr>
<td>Max Emergency Speed</td>
<td>wf 6</td>
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</tbody>
</table>
IF YOU ARE NOT PART OF THE SOLUTION

YOU ARE THE PROBLEM
The Art of the Jedi Mind Trick

Jeffrey Man
Security Evangelist
KNOW YOUR AUDIENCE
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• Do your homework
• Open Source Intelligence (e.g. Google them)
• What type of Business?
• Look for indicators
  • Personality
  • Corporate culture
  • Chain of command
ENGAGE THE AUDIENCE

• Tell a joke
• Tell a story
• Icebreakers
  • The Name game
  • If you were an animal, what would you be?
  • Favorite book, movie, TV show, video game
• Audience Participation
• Get them talking
LISTEN
LISTEN

• Verbal Cues
  • Tone of voice
  • Types of questions they are asking
  • Assent

• Non-Verbal Cues
  • Body Language
  • Facial Expressions
  • Posture
  • Are they checking their mobile device?
  • Are they awake?
LEARN THEIR LANGUAGE

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LEARN TO SPEAK THEIR LANGUAGE

• Understand the drivers
• Avoid (or not) hot buttons
• Respect earns trust
• Restate if necessary
• Don’t give up
• Pick your battles
BECOME BILINGUAL

• Lean their language
• Speak their language
• Put what you are trying to convey in their terms
• Don’t shout
• Don’t slow down
• They will not learn your language – you must learn theirs
TELL STORIES
TELL STORIES

- Share your experience
  - Common themes
  - You are not alone
  - Outrunning the bear
- Analogies
  - Military
  - Sports
  - Entertainment
  - Politics/Current Events

- Avoid Colloquialisms
- Pay attention to geography
  - Part of the Country
  - Foreign Country
- Cultural Landmines
- If at first you don’t succeed…
SIMPLIFY

READABLE TEXT

FUNCTION

KEY

= CIPHER

- what you share
- random secret piece that makes it all work
- what you want to protect
- the math stuff
SIMPLIFY

• Seek Understanding over technical accuracy
• Get the major points across
• You’re not trying to create an expert
• Seek a basic understanding so an informed decision can be made
• Ask your audience what they heard
  • Make them explain it back to you
  • Be prepared to try again
• Lather, Rinse, Repeat
LEARN THE BUSINESS DRIVERS

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LEARN THE BUSINESS DRIVERS

- Engage
- Listen
- Empathize
- Suggest
LEARN THE BUSINESS DRIVERS

• Hint: most companies are trying to earn a profit
• Put your message in business terms
• Relate what you are trying to do back to business drivers
• Connect the dots for your audience
A COUPLE POINTERS

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DON’T ASSUME UNDERSTANDING

- Agree on terms
- Restate Expectations
- What did you hear me say?
- Put it in their terms
- Get it in writing
- Compromise
DON’T CRUSH THEM

• The Good
  • The website is pretty

• The Bad
  • XSS detected

• The Ugly
  • Default password
WHY DO WE CHOOSE TO SPEAK?

Three ways we communicate formally
THREE TYPES OF SPEECH

• Informative
• Persuasive
• Special Occasions
INFORMATIVE

- Teaching
- Educational
- Instructional
- Product Demos
SPECIAL OCCASIONS

- Personal
- Inspirational
- Reflective
THE WAYS WE COMMUNICATE

What works best for you?
DELIVERY METHODS

1. Memorized
2. Manuscript
3. Extemporaneous
4. Impromptu
EFFECTIVE COMMUNICATION

A little bit art; a little bit science
PUTTING IT ALL TOGETHER

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I KNOW WHAT YOU’RE THINKING
RECOMMENDATIONS

• Treat security as a puzzle not a game
  • Not the hacking part but the education and awareness part
  • There are often multiple solutions
• Learn to communicate better
  • Start by listening
  • Ask questions
  • Repeat back what you’re hearing
• Build trust relationships (trust must be earned)
• Perfect security is not the end game or desired state
  • Compromise is okay
  • Pick Your battles
DON’T TREAT IT LIKE A GAME

GREETINGS PROFESSOR FALKEN

HELLO

A STRANGE GAME. THE ONLY WINNING MOVE IS NOT TO PLAY.
SUMMARY

Lead by example
Be the change you want to see
Understand the business problems
Be confident but humble
Earn trust
Become bilingual
Become a teacher
Learn to listen
TREAT IT LIKE A PUZZLE
LOOK FOR OPPORTUNITIES TO PRACTICE
GO, COMMUNICATE
AND MAY THE FORCE
BE WITH YOU
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