



Seven Facts About Unicorns

Evan Francen – CEO, FRSecure



Beautiful, right?!



INTRODUCTION

SEVEN FACTS ABOUT UNICORNS

ME: Evan Francen, CEO & Founder of FRSecure and SecurityStudio

I do a lot of security stuff...

- Co-inventor of SecurityStudio®, FISASCORE®, myFISASCORE® and VENDEFENSE®
- 25+ years of “practical” information security experience (started as a Cisco Engineer in the early 90s)
- Worked as CISO and vCISO for hundreds of companies.
- **Developed the FRSecure Mentor Program; six students in 2010/500+ in 2018**
- Advised legal counsel in very public breaches (Target, Blue Cross/Blue Shield, etc.)

If you want to know more about me, here's where you can find me:

- Twitter (@evanfrancen) – <https://twitter.com/evanfrancen>
- LinkedIn – <https://www.linkedin.com/in/evanfrancen/>
- Blog - <https://evanfrancen.com>
- Podcast (The Unsecurity Podcast)



AKA: **The “Truth”**



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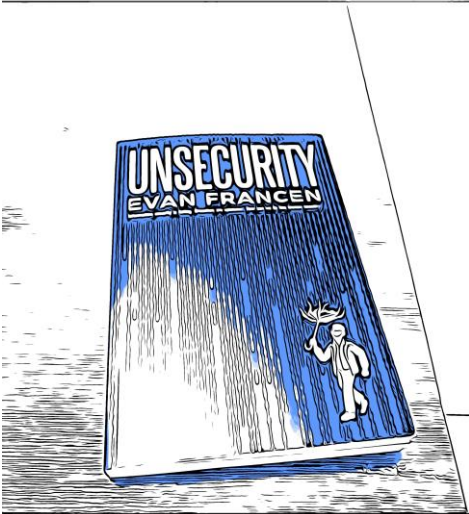
UNSECURITY: Information Security Is Failing. Breaches Are Epidemic. How Can We Fix This Broken Industry?

Published January, 2019

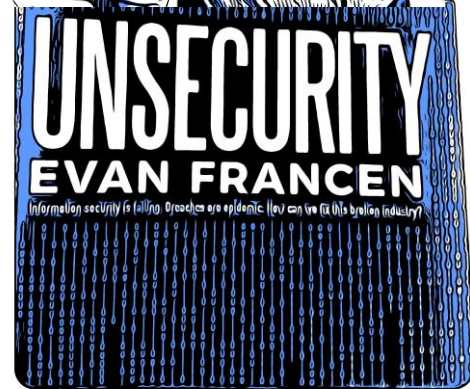
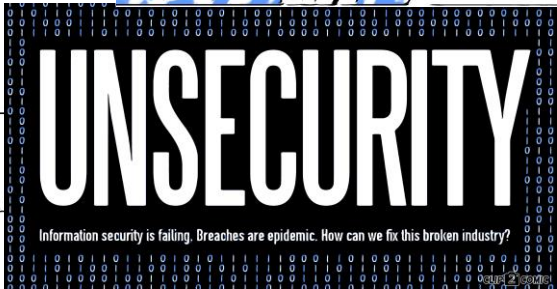
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Sebastien PALUD • 1st
Information Security Manager Europe & Africa
1d
It gets delivered to France !! Looking forward to reading Evan Francen's thoughts! Guess I'll ask for you to sign when you'll come for coffee in Paris :)

Rich Eckstein • 2nd
Partner at BorganKOV
2h
Great surprise coming home last night and getting a book from Evan Francen
I have a good 60 pages read this morning and strongly recommend it to any one (not just the Info sec professionals)! Great read and thanks Evan.



Reply to Sebastien



Good way to spend a Sunday!



SEVEN FACTS ABOUT UNICORNS

FACT #1 - YOU DON'T KNOW WHAT A UNICORN IS UNLESS YOU KNOW WHAT ONE IS.

So what is a Unicorn?




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unicorn noun

uni·corn | \ 'yü-nə-,kôrn  \

plural **unicorns**

Definition of *unicorn*

- 1 a** : a mythical, usually white animal generally depicted with the body and head of a horse with long flowing mane and tail and a single often spiraled horn in the middle of the forehead




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Yes, but no. Not what I'm talking about

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Also not what I'm talking about.





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So what is a Unicorn?

2 : something unusual, rare, or unique

// There's the elusive *unicorn*: headphones that do everything well and work in any situation.

— Damon Darlin

// In Washington, D.C., truth is now a veritable *unicorn*.

— Marilyn M. Singleton

// ... he's like baseball's version of a *unicorn*—a true two-way player.

— Tony Paul



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Yes, this is what I'm talking about!
Something unusual, rare, or unique.



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So what is a Unicorn?

- A unicorn is something unusual, rare, or unique.
- In our case, I'm talking about a good information security professional.
- The good ones are more rare than you think. Heck, any one is rarer than you think.
- We don't have enough unicorns.



OW

Us

Entire Population of the United States



SEVEN FACTS ABOUT UNICORNS

FACT #1 - YOU DON'T KNOW WHAT A UNICORN IS UNLESS YOU KNOW WHAT ONE IS.

So what is a Unicorn?

A unicorn is a good information security professional.

What's "good"? Hang on...



SEVEN FACTS ABOUT UNICORNS

FACT #2 - YOU WOULDN'T RECOGNIZE ONE IF YOU SAW ONE.

What do they look like?

- They come in all shapes, sizes, and colors.
- Unicorns have nothing to do with looks.
- Unicorns have everything to do with what they can do for you.
- *Latino and Black employees are massively under-represented, with less than 10% of the workforce across many large organizations (this includes Facebook, Microsoft, and Salesforce).*
- *A report by McKinsey found that companies with better minority employment records had a 35% greater financial return than the industry median.*



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SEVEN FACTS ABOUT UNICORNS

FACT #3 – YOU DON'T MAKE UNICORNS

The importance of intangibles.

- They are the things you can't teach.
- Either someone has them, or they don't.
- List of intangibles include:
 - Gifts
 - Honesty
 - Ethical
 - Generous
 - Dedicated
 - Dependable



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SEVEN FACTS ABOUT UNICORNS

FACT #4 – YOU CAN EITHER ATTRACT A UNICORN, OR YOU CAN GROW ONE.

You have a choice.

Growing a unicorn.

- Help and mentor everyone.
- Internships are awesome. Do more of them.
- You'll be surprised what you find.



SEVEN FACTS ABOUT UNICORNS

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SEVEN FACTS ABOUT UNICORNS

FACT #4 – YOU CAN EITHER ATTRACT A UNICORN, OR YOU CAN GROW ONE.



A strong and healthy culture attracts unicorns.

So does a great “why”.



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FACT #4 – YOU CAN EITHER ATTRACT A UNICORN, OR YOU CAN GROW ONE.

You have a choice.

Attracting a unicorn.

- It's all about culture.
- Unicorns need proper care to reach their full potential.
- Once a unicorn realizes that he/she is a unicorn, they will demand to be treated like a unicorn (meaning treated well).
- If you're having trouble attracting unicorns, maybe it's you. (#truth)



SEVEN FACTS ABOUT UNICORNS

FACT #5 – IF YOU'RE LUCKY ENOUGH TO CATCH ONE, YOU'D BETTER LEARN HOW TO KEEP ONE.

Unicorns will give you their best, you'd better give them yours.

- Give unicorns purpose.
- Give unicorns hope.
- Give unicorns support, in all situations.
- The two other ingredients are required for unicorns (the 1st was intangibles):
 - Education
 - Experience



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There are many ways to become educated.

Be honest. Some of them want to go too fast.



SEVEN FACTS ABOUT UNICORNS

FACT #6 – UNICORNS REALLY ARE MAGICAL.

A unicorn does amazing things.

- You can build something worthwhile with unicorns.
- Enable them, support them (even when they fail).
- A scared unicorn will run away from you.
- Equip them. Don't be afraid to invest heavily into them. If they go, you'll still be better off.





SEVEN FACTS ABOUT UNICORNS

FACT #7 – EVERYBODY WANTS UNICORNS.

Including your competition.

- Losing a unicorn isn't losing.
- It's painful sometimes, but the pain is healthy.
- People are recruiting your unicorns every single day.
- Be the best you, focus on your culture, and don't worry about it.
- Plan contingencies though...



SEVEN FACTS ABOUT UNICORNS

BONUS – DON'T CALL A UNICORN A UNICORN.

Weird right?

- Unicorns can get an attitude.
- Unicorns have egos too.
- Unicorns are special, but calling them special can have consequences.
- Instead of calling them unicorns or calling them special...

LOVE THEM!



SEVEN FACTS ABOUT UNICORNS

RECAP

The seven facts about unicorns are:

1. You don't know what a unicorn is unless you know what one is.
2. You wouldn't recognize one unless you saw one.
3. You don't make unicorns.
4. You can either attract a unicorn, or you can grow one. - Intangibles
5. If you're lucky enough to catch one, you'd better learn how to keep one.
6. Unicorns really are magical.
7. Everybody wants unicorns.

BONUS: Don't call a unicorn a unicorn.



SEVEN FACTS ABOUT UNICORNS

QUESTIONS

Hopefully about security.

Thank you!

For a copy of this presentation,
%%%CODE%%%

NOW, go grow some unicorns!

Evan Francen

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