



EXECUTIVE MESSAGING

Telling Security's Story

Do some look at Security as “guns, gates, and guards?” Are you often excluded from the planning table? Is it difficult to get approval for budget and staffing resources? Does senior management not understand the range of services and capabilities of the security department?

*It may not be an issue of **Security's performance** but a reflection of how activities and accomplishments are **communicated** in light of your organization's top goals.*

How can SEC help?

- Review your current communications vehicles to identify gaps and opportunities.
- Capture your “value story” to use across the enterprise in presentations tailored to each of your audiences.
- Highlight Security's successes and future goals.
- Develop an ongoing communication plan to reinforce the unique business value of Security.

Transformation

A Security function that can demonstrate its value as an evolving center of operational excellence.

The Security Executive Council (SEC) is the only research and advisory firm that specializes in corporate security and is comprised of former security executives. We understand the issues and work to solve obstacles to program and leadership success.

To learn more about telling Security's story or other ways we can collaborate with you, please contact us at contact@secleader.com

HOW OTHERS HAVE BENEFITTED FROM THIS SOLUTION

SEC's process has helped our clients:

- Develop confidence with key internal clients.
- Gain a broader scope of desired responsibility.
- Get approval for a proposed budget, staffing plan and services.
- Improve internal customer awareness and satisfaction scores.

SEC

SECURITY EXECUTIVE COUNCIL

A research and advisory firm