

An SEC Customizable Senior Management Presentation Tool

*ALIGNING SECURITY SERVICES
WITH BUSINESS OBJECTIVES:*

The Security Director's Template

by Richard A. Lefler

- MORE THAN 20 CUSTOMIZABLE CHARTS & GRAPHICS
- SECURITY EXECUTIVE COUNCIL FACULTY COACHING NOTES
- MULTIPLE SECTIONS TO SUPPORT A VARIETY OF OBJECTIVES



Aligning Security Services with Business Objectives: The Security Director's Template

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Introduction:

This slide presentation was developed by a former CSO for use when promoting Security's value to senior management. The main goal is to demonstrate how the Security organization adds to the business. The primary drivers for alignment are related to: Finance, Customers, Employees/Operations and Corporate Growth; examples of each are included.

Included are slides for several "flavors" of presentations. You can pick and choose slides according to a specific presentational objective, filling in your corporation's or security department's specific information. Included in the Notes section are coaching comments written by the experts on how to present this information to senior management to create a positive outcome for the Security department.

Security Program: Financial Value

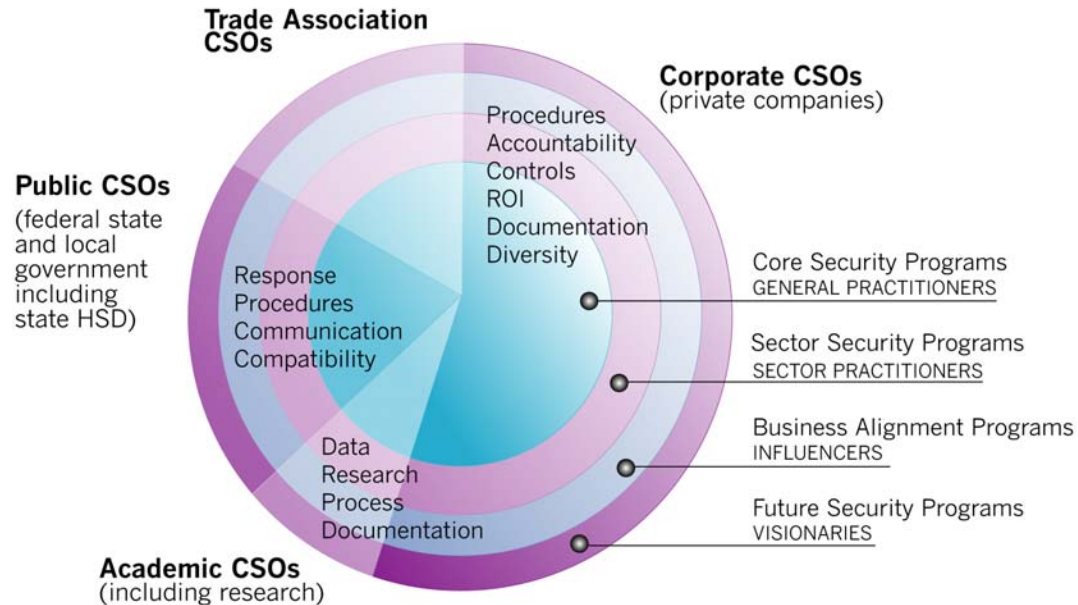
> **The Security Program Increases Profitability**

Example: A security program designed to increase monitoring on container shipments of products reduces shrinkage rates that exceed the cost of the program and increase profit margins. The cost of the security is less than the cost of the problem.



Security Program Evolution: Core to Emerging Approach

Security Profession Profile



Sample Comments

(Sample of) Expert's Comments:

The security profession continues to go through a period of significant change following the events of 9/11/01. Corporate business leaders in companies and sectors of all sizes and shapes are more concerned about security issues including the related issues of crisis management and business continuity. As security issues reach into corporate board meetings, the exposure of security leaders to senior business policy makers is increased. The need to create and achieve a common perspective for both business and security leaders is paramount. However, this requires security directors to rethink their approach. Simply, business leaders think in terms of growth, reduction of operating costs, margins, competition and regulation. Security leaders often think in terms of prevention, protection, mitigation and teamwork.

Security has become a business issue and consequently, business leaders are starting to put business professionals in charge of security. The problem, of course, is that the security professional is pushed down one rung on the corporate ladder, limiting access to senior management. This potential issue is further complicated by the way in which business leaders look at security issues -- often focused on minimum control costs. The mission of today's security leader should be to focus on key business drivers.

About the Security Executive Council

The Security Executive Council is an international professional membership organization for leading senior security executives spanning all industries, both the public and private sectors, and the globe. Our members seek innovative issue solutions and documentation of model core security programs. The Council utilizes professional staff and a distinguished faculty of former CSOs and content experts to develop, based on member requirements, strategic services and products for the entire membership. Unlike typical peer-to-peer organizations, this council does not depend on member volunteers; members are involved in projects only to the extent they desire to be. Our vision is to deliver cost effective solutions to our members that are unavailable from any other source.

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