

Security Leadership > Security as a Business >

# Why You Should Conduct Confidence Surveys

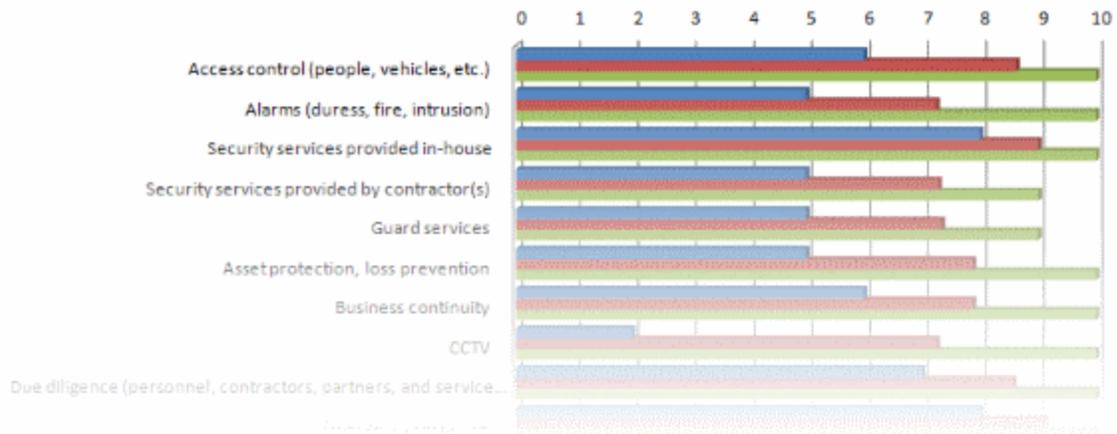
Created by the Security Executive Council

There are many ways to assess how your program is doing. Surveys and benchmarks are common methods employed by organizations. You can use surveys and benchmarks to:

1. Find gaps in current programs or services
2. Influence management decisions, e.g., buy-in for a new program
3. Determine the ability of the organization to respond to issues or situations
4. Benchmark the current state against select peers
5. Perform **confidence surveys**

The Security Executive Council (SEC) has guided organizations in the building or enhancing of hundreds of security and risk mitigation programs. During this time, we have conducted extensive research and analyzed what makes programs successful. Based on this work, the SEC has been recommending a particular kind of survey recently—what we call a confidence survey—which is used to assess the level of confidence the organization has in your programs and services. One of the things our research has shown is that leaders of successful security risk mitigation programs know how familiar internal customers are with their services and how they feel about them.

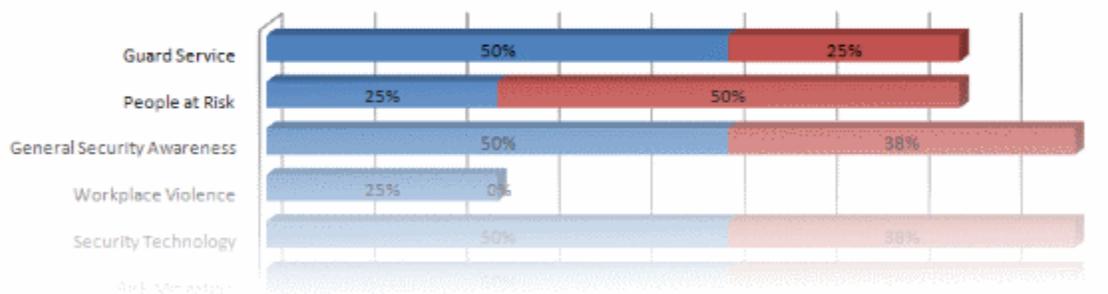
## Confidence in the Effectiveness of Specific Security Programs, Systems and Services



### Don't Be Afraid of Finding Out the Truth

Positive results are always good, but negative results can actually be more helpful. It may mean Security is not living up to its intended goals, or it could mean you need to do a better job of communicating what security is doing and the internal customer's role in securing the organization. Also, negative results based on what those in the organization feel is lacking can be used to influence management's decisions regarding addressing gaps in risk mitigation. Think of confidence surveys as a customer risk assessment. What elements of security risk mitigation are not meeting expectations? What risks are your customers most concerned about?

### What programs and services would you like to see improved upon and/or developed?



### How Best to Conduct a Confidence Survey

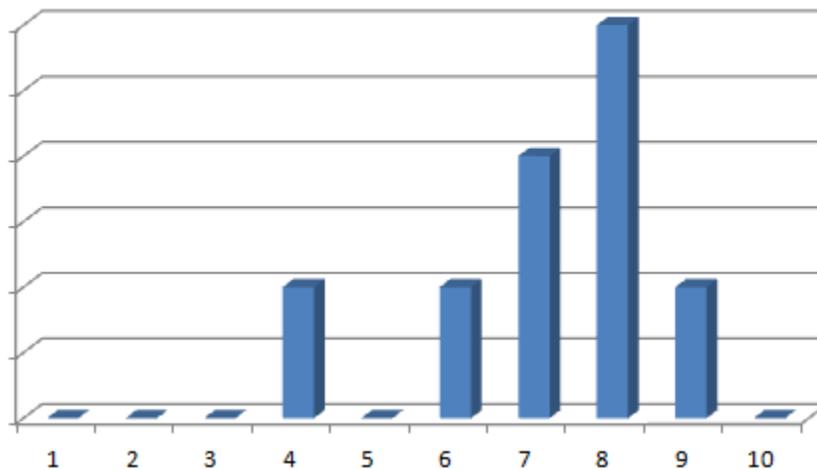
There are two absolutely critical elements in developing any survey:

- 1) Create a survey that will return results that are meaningful and worth the effort.

To accomplish these goals you need to identify the right set of questions to ask. Select questions that will generate insightful responses. Phrase the questions in an unambiguous and non-leading way.

2) *Get a sufficient number of people to respond to the survey with their honest opinions.* Do not select so many questions that it becomes a chore to complete the survey. Choose questions that the respondents can answer given the information available to them. If the people you want to take your survey are outside your sphere of influence, try getting executive sponsorship; this can help influence your intended respondents to take the time to provide their feedback.

### Confidence in: Security programs



#### Next Steps

To some, conducting a survey might seem easy, but there is a huge gap between using SurveyMonkey and getting results that will help you accomplish your goals—especially when it comes to presenting the results to your sponsor or senior management to best affect change. The SEC has the expertise in doing research as well as the experience and knowledge necessary to help you use the results effectively within your organization. [Contact us for more information.](#)

Visit the Security Executive Council website for other resources in the [Security Leadership > Security as a Business](#) series.

## About the Security Executive Council

The SEC is the leading research and advisory firm focused on corporate security risk mitigation solutions. Having worked with hundreds of companies and organizations we have witnessed the proven practices that produce the most positive transformation. Our subject matter experts have deep expertise in all aspects of security risk mitigation strategy; they collaborate with security leaders to transform security programs into more capable and valued centers of excellence. Watch our [3-minute video](#) to learn more.

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