

Smart Security: Practices that Increase Business Profits

by J. David Quilter

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Biography

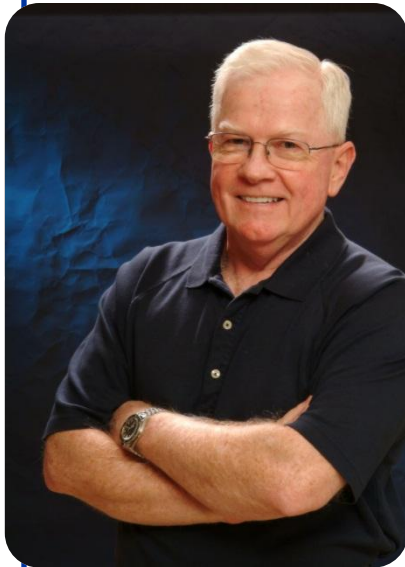
J. David Quilter

Title: Security Executive Council Emeritus Faculty

Description/Summary: J. David Quilter, CFE, CCS is the president of QuilCo Inc., a consulting practice specializing in transforming security programs in ways that add to the business bottom line. David has developed security programs at several Fortune 500 companies that have systemically enhanced security in business operations and improved business net income. David is a Certified Fraud Examiner (CFE) and author of the groundbreaking book, *From One Winning Career to the Next*.

Expertise/Experience: Consultant and advisor on effective security program development and implementation; career transition coaching (government to business and corporate to corporate); and how to mitigate the losses of embezzlement, fraud, theft and workplace violence.

Presentation: David's message is that of both a business partner and asset protector.



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How “Smart Security” Enables the Business Bottom Line

- *What is smart security?*
 - **Simple** = built on business and security principals
 - Address where, why, and how the losses take place
 - Being **brilliant** on both the basics of business and security
 - Know **the business market**
 - Have a clear understanding of business principals



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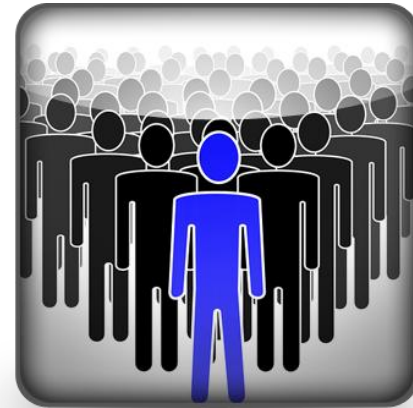
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How Smart Security Enables the Business Bottom Line (cont.)

➤ **Build around and with existing functions:**

- Audit
- Communications
- Ethics
- Facilities
- Human Resources (HR)
- Legal, Operations
- Regulatory Compliance



➤ **These functions are allies for every security program**

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How Smart Security Enables the Business Bottom Line (cont.)

- Smart security will only be **successful** if it is **sustainable**
- **Executive Leadership/Sponsorship:**
 - The importance of the trust factor... once it is earned
 - Security must be sustainable
 - Security must have the support of management
 - Must be able to give measurable results



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Smart Security Successes: Dealing with Business Realities

- Working with business functions
 - Communicating and marketing Security
 - **Smart Security**
 - A Triple-Win Strategy
 1. Learn Security Concerns/Challenges?
 2. Design Meaningful Security Messages
 3. Leverage relationships that drive productivity and sustainable solutions



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Smart Security Successes: Dealing with Business Realities (cont.)

➤ Start small:

- Build security to make the business more successful
- Taking “problems” off management’s hands



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Root Causes of Business Losses: Ineffective Assessments and Diagnostics

➤ Understanding business losses

- Security is not about guns, gates, and guards, but how to best deliver better security at *less* expense to the business
- Demonstrate how to build safe and secure operations at less cost

➤ Goals

- How to drive net income
- Improved security and a better bottom line



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Root Causes of Business Losses: Ineffective Assessments and Diagnostics (cont.)

➤ Understanding business losses

- A dreaded issue: “Not in *my* business operations!”
- How to best deliver better security at *less* expense to the business.
- Take a different approach to operating losses
- The security leader must take an interest in both operations and the bottom line.
- Take a meaningful look at your business controls



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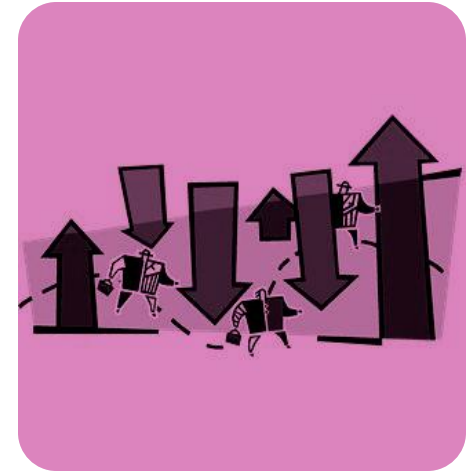
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Root Causes of Business Losses: Ineffective Assessments and Diagnostics (cont.)

➤ Variable Loss Factors (VLFs)

- Knowing where they are
- What they are
- And why they are important
- Dynamics of Selling-General-Administrative (SG&A) losses



➤ Security-Focused Cost Analysis

- If you don't know the business leaders, you will never know the business
- If you don't know the business, you will never find losses

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Root Causes of Business Losses: Ineffective Assessments and Diagnostics (cont.)

➤ *Strategy:*

- Go after variable losses (i.e., SG&A) and shift them into fixed costs
- Build a business specific security strategy with management
- Use a cost analysis focus to achieve security tactics that deliver superior business results



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Root Causes of Business Losses: Ineffective Assessments and Diagnostics (cont.)

Build functional and operational business partners

- **Functional Partners** are all those elements in a business that support what the business does, like Human Resources, Corporate Communications, Finance, etc.
- **Operational Partners** mean those business activities that make, distribute, and sell the company's goods and services to its customers.
 - Know the culture that exists in both functional and operational parts of the business.
 - Know how your business actually runs itself.
 - Know the culture or cultures that exist in both the functional and operational parts of the business.

- **Remember:**
Look at, listen to, and learn the business



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For More Information:

This is an excerpt from a Security Executive Council Proven Practice, *Smart Security: Practices that Increase Business Profits*

Smart Security: Practices that Increase Business Profits is a narrated audiovisual presentation that covers :

- How “smart security“ enables the business bottom line
- Dealing with business losses
- Dealing with business realities
- Root causes of business losses
- Variable loss factors
- Security-focused cost analysis
- Including examples pulled from real-life to help explain the concepts

To learn how to purchase a copy of this Proven Practice contact the Security Executive Council
contact@secleader.com



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