Owing the C-suite: Corporate Warfare as a Social Engineering Problem

Let’s face it, you ROCK at building InfoSec tech, but you SUCK at corporate warfare. Sooner or later, you WILL have to sit in a boardroom with the suits and justify your existence. If you approach your own survival and that of your security team’s as a Social Engineering problem, it can not only work for you, but it can be FUN. Don’t let them own you, own THEM.
Owning the C-Suite: Corporate Warfare as a Social Engineering Problem

Shawn Moyer
shawn@cipherpunx.org

What is CorpWar?
What everyone else does while you read Bugtraq :)

If you're right, and no one listens,
does it really matter?

Use persuasion, influence tools to get better security.

digital self defense
## No!

SocEng: Instant Gratification  
CorpWar: Long, hard slog

## Yes!

Same toolkit: influence, persuasion  
Reference model: Hacking as metaphor for work / life

### Methodology

#### Recon / Profile

Find the influentials (1 in 10)  
Don’t trust the org chart

#### Plan

What do you want?  
Focus on 2 or 3 battles

#### Attack

Apply influence tools to make InfoSec successful
## Framing (Luntz / Soros)

Frame the debate on their terms  
Don’t count on fear to make you successful

# Examples

- Proxies cache, too
- Firewalls make the network faster
- Coding standards = input val

## Influence (Cialdini)

Social Psych: Pre-wired social responses  
Autonomic behavior in humans

# Reciprocation

- Give a little to get some back

# Commitment / Consistency

- Nobody wants to be a hypocrite

# Authority

- You probably don't have this.
- Get support from mgt chain
## Career Warfare (D'Allesandro)

*You are a commodity.*  
*Be a good one.*

# "Personal Brand"
What's yours?  
It's always show time.

# Personality types
Sycophants, Contrarians, Balanced Players

---

## Wrap-Up

Doesn't work if you add no value. Get good first.

A little goes a long way. Don't make it your life.

Sincerity is impossible to fake.  
Be persuasive, but be real.

Go forth and conquer!

Thanks!