

Board Member Personas...



Yael



Chris



CISOs commonly
encounter

If you could anticipate their persona, would you connect better?



1

Knowledgeable Technologist

They have a strong background in technology and a deep understanding of technical concepts.

CISO – Identify the differential in technical understanding and this board member's priorities to establish credibility and foster a productive relationship.

2

Headline Hoarder

Voraciously seeks and consumes the latest news and trends. They often raise recent headlines during discussions. They MAY jump to conclusions before having all the relevant facts or an accurate

CISO, discern why certain headlines attract their attention and quickly contextualize any headline to the cybersecurity posture of the company.

3

Compliance Contemplator

They are focused on ensuring that the organization meets all regulatory requirements and standards. Always. In all relevant and potential scenarios.

CISO, derive a shared threshold for the minimum standard of care to achieve adequate compliance.

4

Eager Learner

They are genuinely interested in understanding cybersecurity issues. They may be interested academically or from a business perspective when asking questions. Lots of questions.

CISO, tailor explanations to their level of understanding. This may require filling in additional explanations to improve their comprehension.

5

Strategically Interested Partner

They want to be involved in reviewing the direction of the program and the initiatives that will be prioritized to get there. They seek to contribute their experience.

CISO, engage them in a way that activates their strategic interest while keeping them within the boundaries of their role as Board Member.

6

Committee Chair

The Chairperson is responsible for the effective governance of the Committee or of the board.

CISO, understand that the Chair sets the tone for the Board. It's necessary to align with their priorities and preferred engagement style. Your relationship with the Chair sets the tone for the CISO's success with the overall Board.

Remember these things!

The board member has equally as much to lose as the CISO for the quality of the company's cybersecurity posture.



No list of personas is complete



Recognize the patterns and make your own list



Personas don't always follow the person. It may vary based on the collective