SESSION TITLE	Cisco's Security Dojo: Raising the Technical Security Awareness of 20,000+
SESSION QUICK ABSTRACT	The Cisco Security Technical Awareness team used creative and humorous video production to deliver secure development training globally to 20,000+. We share our Top Ten Secrets of Success.
SESSION SHORT ABSTRACT	Over 20,000 global Cisco employees and contractors improved their knowledge of product security in two years. How? Through creative and humorous technical security training, delivered by experts throughout Cisco. The team captured, educated, and entertained a critical engineering audience. We share our Top Ten Secrets of Success with advice on how you may build this in your organization.
SESSION DETAIL	In two years, over twenty thousand Cisco employees and contractors worldwide invested hours over and above their assigned duties to improve their knowledge of product security. Why would they take action voluntarily? What made them care about security? The answer is we made security awareness personal, professionally valuable, and fun.

In today's chaotic environment, every company desires a more secure product or solution, and their customers demand it. To achieve this, every person involved in the product life cycle must be security aware. The challenge is teaching people in a way that sticks. This is how Cisco did it: how employees and contractors learned to love and own Cisco's security story; and built security into our organizational DNA and our products and solutions.

The Cisco Security Awareness Program raises technical security awareness at all levels of the organization through the creative, fun, and humorous use of |

video. The content ranges from introductory to advanced learning, using belts to measure student achievement and provide recognition. As students progress, they migrate from knowledge acquisition using video into doing things to improve the security of their products. A system of tracking and recognizing achievement-based activities gets people fired up to make security improvements in their products. Sprinkled throughout the talk are examples of the videos and interfaces that draw users into this world. The audience will experience the Cisco Security Technical Awareness program and visually understand the abstract concepts described.

Approaching crescendo, it is time to address the elephant in the room: "So What". What is the true impact to Cisco? Through the metrics and feedback collected, a case will be made that this program has had a huge positive impact for Cisco.

The grand finale is the "top ten secrets of success". This is a discussion of the actions taken to achieve success, broken down into four categories: content, recognition, system, and marketing.

Content is the lessons learned about video and how to master it for success. Recognition is how to reward participants and lead them to want to grow as security people. System is how to set up for success. Marketing is the intentional causes for the viral nature of the program.

This advice applies to real life; this is how we did it, and how you may build this in your organization.