

THE ART OF... PARTNERSHIP? GLOBAL SECURITY ORG MEETS LOCAL BUSINESS UNIT

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Security in
knowledge



— What side are you on?



— The wrong party has focus...



— You need to partner...



How do you Partner?

Legacy

1. Get Authority?
2. Lay down the Law?
3. Bring everyone inline?

"Sales"

1. Identify
2. Align
3. Maintain

— Identify – Align – Maintain



- ▶ Where are they?
- ▶ Who are they?

— Identify – Align – Maintain



- ▶ Understand and align with *their*:
 - ▶ Vocabulary & Motivation
 - ▶ Vision
 - ▶ Timing & Resource Constraints

Identify – Align – Maintain



- ▶ Stay Strategic – even in tactical responses.
- ▶ Build Trust – During Good & Bad
- ▶ Partnerships imply mutual benefit: What will you do for them?
- ▶ Take the blame, share the glory.

Summary: Build Alliances

- ▶ We are all on the same side!
- ▶ Who and where are your partners?
- ▶ Practice Strategic Alignment.
- ▶ Nurture those relationships – because they ARE relationships.

— Thank you for your time!

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