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Why Won't Anyone Listen to Us?



Connect to
Protect

Josh Bressers

Security Strategist
Red Hat Inc.
[@joshbressers](#)



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Why should you listen to me?



- 20 years of technical security work
- Now: Red Hat Platform Business Unit
- Bridge the gap between engineering and everyone else
- I talk to humans
 - Every
 - Single
 - Day

Why Doesn't Anyone Listen To Us?



Why doesn't anyone listen to us?



Because they don't trust us

Why don't they trust us?



Because we don't talk to them

I talk to these idiots all the time!



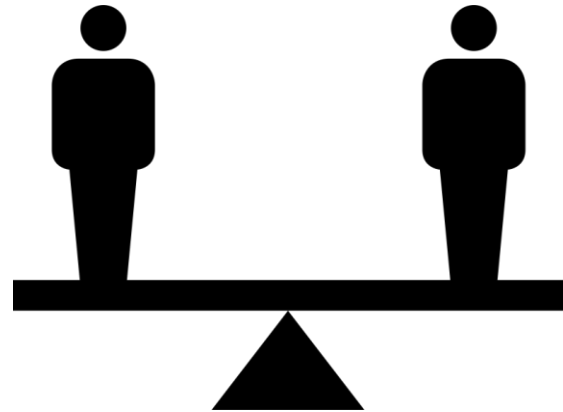
This is why you need this talk

Dealing with Humans



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- Squishy incoherent creatures
- Not logical
- Normal people are the antithesis of security people



First, The Why?



Human 101



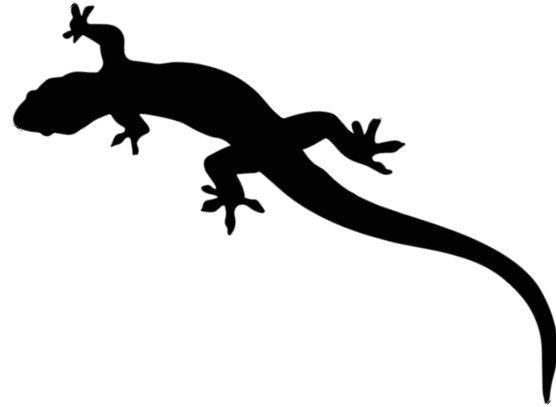
- People are the problem
- 3 “brains”
 - Lizard brain
 - Monkey brain
 - Human brain

Lizard Brain



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- Survival instinct
- Fight or flight



Lizard Brain Triggers



- “Why did you click on that link?”
- “Do you have any clue how bad this code is?”
- “Do you know why I’m here?”

Lizard Brain Danger



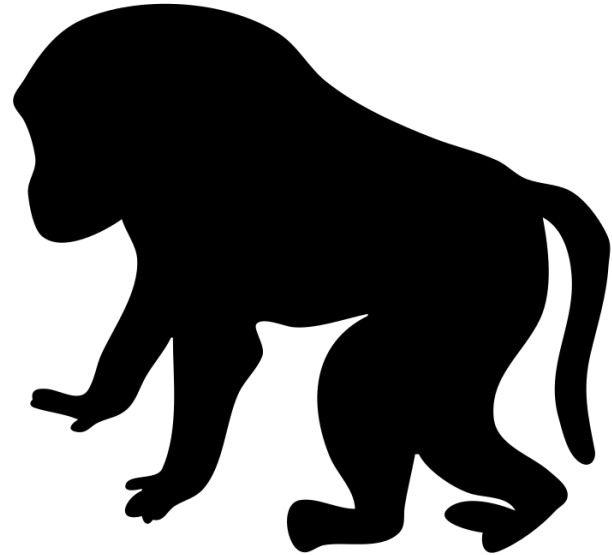
If you see yourself here, you've already lost

Monkey Brain



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- Relationships
- Unknown interactions
- Noticing “details”
- Uncanny valley



Monkey Brain



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<http://www.flickr.com/people/72645106@N00>



Monkey Brain



<http://www.flickr.com/people/72645106@N00>



Monkey Brain Triggers



- Genuine interest
- Trust



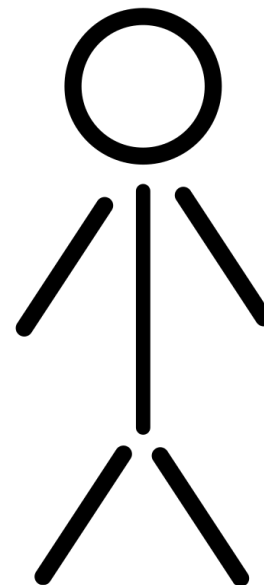
Monkey Brain Danger



You can recover by listening



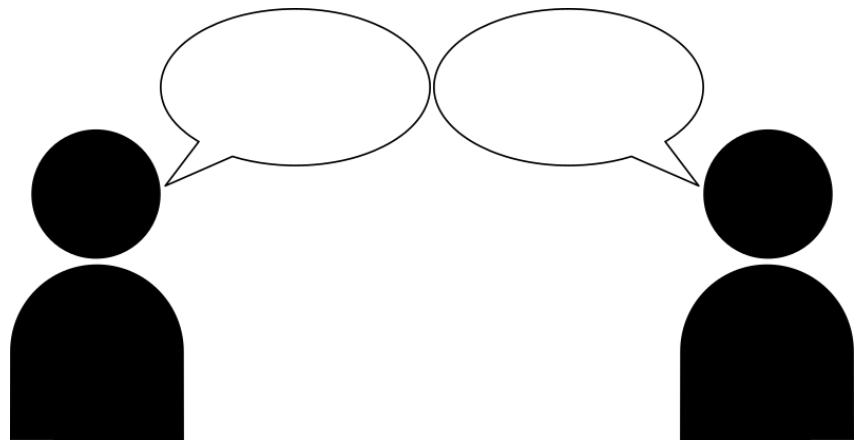
- Thoughtful rational human you can converse with
- We rarely get here



Human Brain Triggers



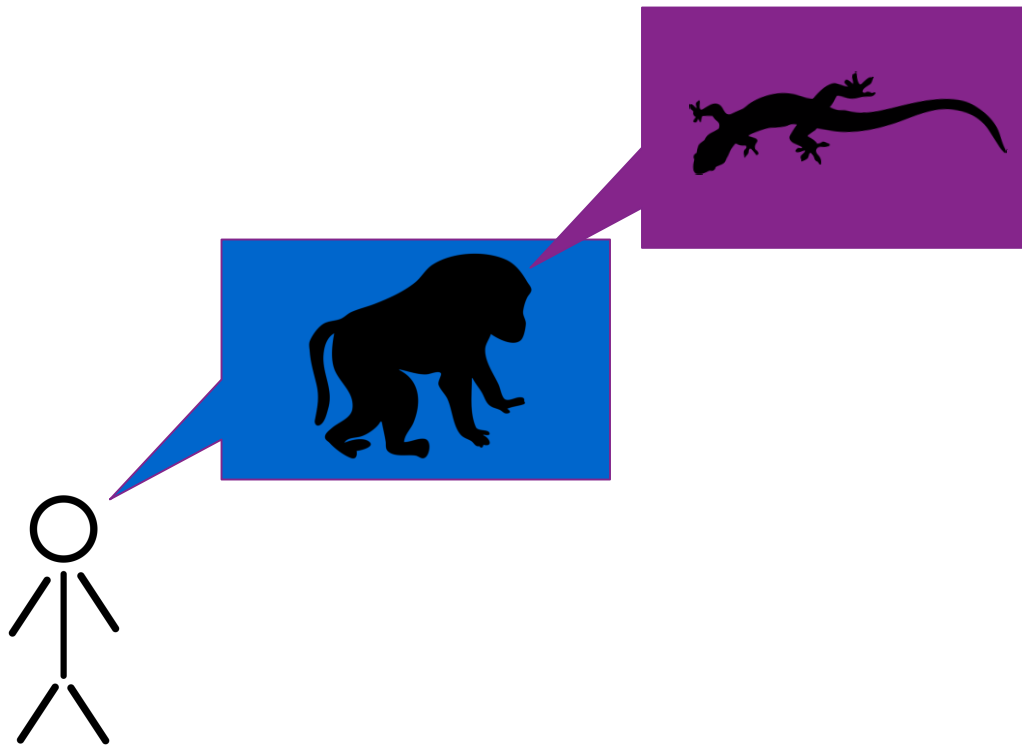
- Bidirectional conversation
- Mutual respect
- Questions



All three work together



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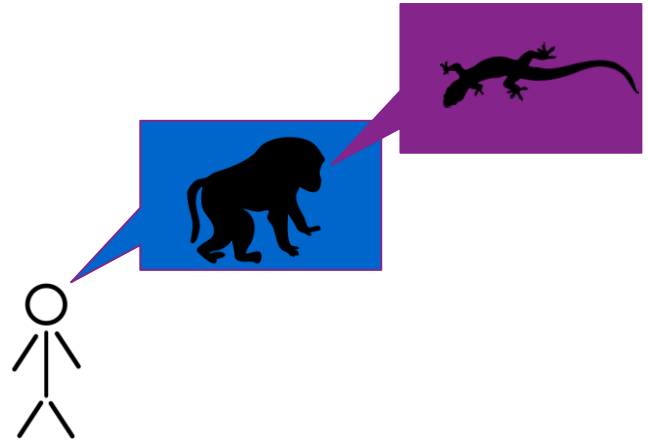


Putting it all together



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- Travel through the brains
- Start at the lizard brain
- Past the monkey brain
- Then you get a rational human



Putting it all together



Building relationships is a long term investment

Step 1: Be nice



- Get past the lizard brain
- Don't engage fight or flight
- Don't be a pushover
- Friends gets to skip step 1

Step 1: Tips



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- Polite greetings
- Ice breakers
 - Have some good stories to tell
- Small talk
 - What do you have in common?
- We don't do any of these things



Step 2: No More Monkeys

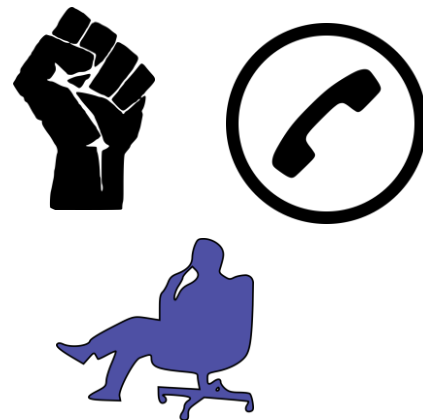


- Act sincere
- Their brain will know if you're not sincere

Step 2: Tips



- Sit down
- Watch your hands
- Phone away
- Personal space
- Don't act creepy



Step 3: The Human Element



- Wait for questions
- Simple instructions



Step 3: Tips



- What's the end goal?
- Wait for questions
- Listen
- Listen
- Listen
- Listen

Step 4: The Whole Person



Everyone is different, don't treat them all the same

Making this work for you



- Right now
 - Listen
 - Observe
- The next 3 months
 - Build trust
 - Show interest
 - Practice!
- The future
 - Find your own way
 - Teach what you learn
 - Make it your journey

Remember



Learn to listen if you want to be heard

Questions?

