THE ENTREPRENEUR AND THE CISO
10 TRAITS TO DRIVE SUCCESS

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What if a CISO thought like an entrepreneur?
Leading the Organization

1. RISK TOLERANCE
2. BUSINESS SKILLS
3. CONFIDENCE
4. SALESMAINSHP
5. DRIVE
PITCHING TO THE VATICAN
The most risk-averse institution out there
Preparing for Change

6. CURIOSITY
7. AVID LEARNER
Seeking New Growth

8. ADAPTABILITY
9. PROBLEM SOLVER
10. EXPERIMENTS
SO WHAT NOW?

APPLYING THE ENTREPRENEUR’S MINDSET
Traditional, Linear Product Development 😞

- Start by generating ideas in-house
- Then R&D, build-out, and finally market entrance.
- Few tests, long cycles, expertise determines good or bad
- Concept ➔ Prototype ➔ Test Launch ➔ Major Launch
Rapid Experimentation 😊

- Start by understanding customer problems then quickly test potential solutions
  - Concept to Test → Abandon
  - Concept to Test → Abandon
  - Concept to Test → Pursue → Prototype → Abandon
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- Many tests
- Short cycles
- Customer determines good or bad