NO ONE WANTS TO WORK ON YOUR INFO SECURITY TEAM…HOW TO FIX IT!

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Just the Facts....

1,500,000 to 2,000,000
Projected Unfilled Cyber Security Openings by 2019

(Not sure this is really accurate, but it makes a great headline!)
Economics 101: Supply vs. Demand
People = Ultimate Variable
Motivating Factors

What Do Cyber Security Pros Look For In Their Employers?
Why Cyber Security Pros Choose Their Employers

- Opportunity
- Role / Responsibility
- Quality of Company
- Commitment to Information Security / Resources
- Quality of Life / Flexibility
- Compensation
- Interesting Problems to Solve
- Culture
- Many Other Reasons.....
Recruiting is Binary
(You Either Win or Lose)
Know How You Win

(Not Enough to be Good, You Need to Be Better)
Become The Recruitment Champion

(It Takes Work To Become A Champion)
Define Your Brand

(Remember How You Win!)
Take An Inventory of Your Resources
Mobilize and Motivate Them
Now Its Time For Action....
Ask Yourself:
What Would You Want Out of an Interview Process
If You Were The Candidate
Your Candidate Is No Different Than You
Identify Your Ideal Audience
Know Who You Want To Speak To
Write Job Descriptions That Speak To Them....
(No one likes a laundry list)
First Interview:
Get Out Your Paint Brush
Its Your Canvas....
Keep The Train Moving:
Momentum is Your Friend
Life’s An Open Book Exam
Let Your Candidate Know What to Expect
Second Interview:
Give Them a Dress Rehearsal
Showcase Your Strengths
Show Off Your “Brand”
Make A Quick Decision
Don’t Guess!
Make Strong Acceptable Offers
Follow Through:

It Is Not Done Until They Show Up For Work
Don’t Keep It A Secret
“Apply” Slide

- Assess Your Current Recruitment Process
  - What Works And What Does Not
  - Job Descriptions and Interview Processes
- Determine Your Brand and How You Win
  - Why People Come To Work at Your Company
- Define The Resources You Have at Your Disposal
- Become The Recruitment Champion
Thank You
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