

Distancing Yourself from the Pack: A Thinking Information Security Professionals Guide to Career Management

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Speaker's Background

- **12 years of Success Recruitment of Information Security Professionals**
- **Founder and President of the Leading Information Security Recruitment Firm, LJ Kushner and Associates LLC**
- **Wide Range of Nationally Based Clients:**
 - Fortune Sized Organizations
 - Large Consulting Firms
 - System Integrators
 - Managed Service Providers
 - Security Product Companies
- **Quoted in National Publications and Media on Hiring and Compensation Trends in Information Security**
- **Conference Presentations include – RSA, DefCon, The Black Hat Briefings, The Source Conference, ISSA Chapter Meetings, etc**

PRESENTATION OVERVIEW

- **Assess Your Skills and Career Plan**
- **Develop Your Own “Awareness” Program**
- **Make the Proper Strategic Investments**
- **Become a Proactive Career Manager**

Current State of the Market

- **Financial Services Companies Drive the Market**
 - Employ the Most People
 - Pay the Best Salaries/Compensation Packages
- **For First Time: Information Security Not Immune to Layoffs**
- **Products and Services Firm's Suffer as Well**
 - Effected by Budget Cuts/Economic Climate
- **Prevailing Mindset of "Just Enough Security" and "Do More with Less"**
- **Short Talent in Technical Specialties**

Current State of the Market

- **Over 100,000 Certified Information Security Professional**
 - CISSP, SANS, CISM, etc.
- **Fewer Leadership Opportunities Available**
 - Not Always Going to Security Pros
- **Competition At An All Time High and Growing**
- **Differentiation Very Difficult**

Career Management

Reactive Career Management

Vs.

Proactive Career Management

Reactive Career Management

- **“Ostrich Mentality”**
- **Stick to your job description**
- **Stagnate Technical Competencies**
- **Restrict Your Network**
- **Only Company Supported “Betterment”**
- **Career Incident Response:**
 - Layoffs, Mergers, Business Unit Elimination

Career Self Assessment

- **What am I currently doing?**
 - Core Responsibilities
 - Utilized Skills
 - Innovation

- **What Impact Am I making**
 - Business effect of my role
 - Who notices – Can They Help Me

Career Self Assessment

- **What Does My Future Look Like**
 - What Direction are my skills taking me
 - Do I want to go there
 - Can I get there “quick” enough
- **Am I Marketable and to whom**
 - Internally and Externally

Effective Goal Setting

- **Define What You Would Like To Accomplish With Your Career**
- **Understand What Skills Are Necessary To Achieve This Position**
- **Define Your Level of Personal Sacrifice**
- **Use Timelines As Guidelines – Not Absolutes**

Performing a Career “Gap Analysis”

- **Complete an Honest Self Assessment**
- **Write Your Own “Job Description”**
 - What skills do others have
 - Whom do you want to emulate
- **Which Skills Are Critical to Acquire**
 - How would you get them?

Performing a Career “Gap Analysis”

- **What Separates You From Your Peers**
 - Does Anything?
 - What would?
- **How would I define my current network?**
 - Who is in my network
 - How effective is it

Developing Your Own “Personal Awareness” Program

- **Develop Your Personal Brand**
- **Develop A Meaningful Network**

Developing Your Personal Brand

- **What Do People Think of When They Hear Your Name**
 - Friends
 - Co-workers
- **What Are You Currently Known For?**
 - Personally
 - Professionally
- **What Do You Want to be Known For?**
- **How Do You Become Recognized?**

Developing Your Personal Brand

- **What Do You Want to Be Known For?**
 - Leadership
 - Technical Competency
 - Personal Characteristics
- **How Do You Become Recognized?**
 - Take on Responsibility
 - Go Outside Your Comfort Zone
 - Contribute in an Extraordinary Way

Developing Your Network

- **Your Brand Becomes Your Network**
- **Your Network Reinforces Your Brand**

Defining Your Network

- **What Do You Want to Use it For?**
 - Peer Group/Sounding Board
 - Outside Perspective
 - Help
- **Create Your Personal Board of Directors**
 - People within your company
 - People with the similar positions outside
 - ◆ Mentorship
 - Outside Expertise

Defining Your Network

- **What Do You Look For**
 - Share the same Ethics and Morals
 - You Can Learn From
 - And Can Learn From You
 - Your Experience is Relevant To
 - Share Common Goals
 - Are Accessible
 - Know others like you

Making the Correct Career Investments

**Education, Certification, Conferences, Industry
Projects and Meetings –**

How Do You Choose?

Making the Correct Career Investments

- **What Do You Want to Learn**
 - Is this the best way to learn it?
- **Is it Cost Effective**
 - Time, Money, Commitment
- **Will it help you fill in a "Gap"**
 - Think of Your Career
- **How Does it Brand You**
 - What do you think of
- **Who Else is Doing It**
 - Do You Want to Be Associated with "Them"

Making the Correct Career Investments

- **What Are Your Expectations**
 - What Is the Desired Result
 - Is it Realistic
- **Why Do You Really Want To Do It?**
 - More money, better job, status
 - Yourself

Career Investment – Three Key Rules to Live By

Rule #1 – You Get What You Pay For

**Rule #2 – If You Do Not Invest in Yourself,
Do Not Expect Anyone Else To**

**Rule #3 – Any Investment in Yourself and Your
Career is a Good One**

Proactive Career Management

- **Work On Your Career – Not Just In It**
- **Make Yourself Available**
- **Force Yourself Outside Your Comfort Zone**
- **Leverage Your Current Position**
- **Focus on Relationships – Not Transactions**
- **Take Responsibility For Your Career**

What the Future Holds

- **More Qualified Information Security Professionals with Similar Goals**
- **Fewer Great Opportunities**
- **Employment Market Becoming More Competitive**
- **Who You Know Will Really Matter**
- **Differentiation is Key**

Contact Information

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