



CEO of You Inc.

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The OWASP Foundation

<http://www.owasp.org>

Information Security Employment Market

- Unemployment is High – But Stabilizing
- “Jobless Recovery” – Growing Consensus
- Information Security Affected – But Not As Much As Other Industries
- Information Security Becoming a More Popular Career Destination
- 60,000+ CISSP’s
- Competition Becoming More Fierce
- Differentiation From Peers is Critical For Success

Employment Market of The Future

- More Good People, Fewer Good Jobs
- Two-Way Loyalty Becoming More Obsolete
- Training and Education Responsibility of The Employee – Not The Employer
- Building Effective Career Networks will be Critical
- Personal Brands Will Need To Be Developed and Maintained
- “Free Agent” Marketplace

Your Career Will Become Your Business

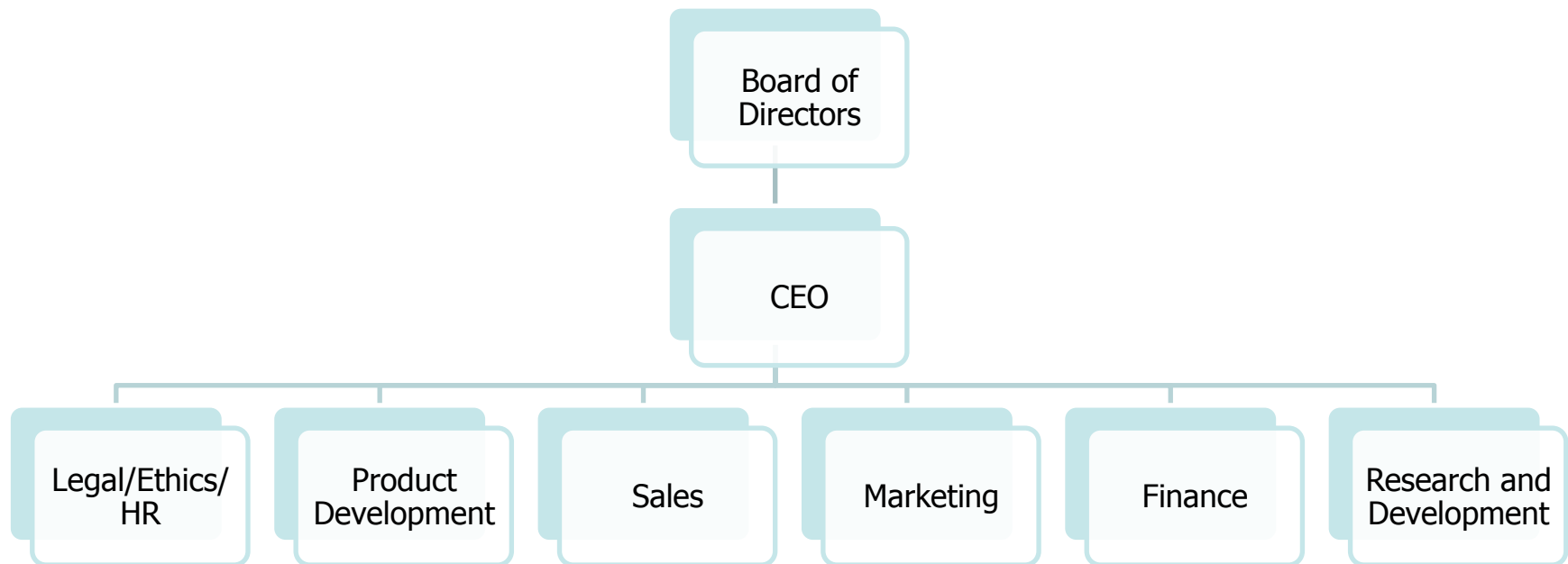


You Will Be The CEO

Question:
What Is The Main Responsibility of a CEO?

Answer:
**To Make Decisions with the Best Interests of
the Company in Mind**

Standard Corporate Business Functions



You Inc



CEO of You Inc. - Business Ethics

When You Look In The Mirror.....

.....Will You Like What You See

CEO of You Inc – Ethics

Let Ethics Guide Your Career Plan

- What Are Your Core Values –
 - Know Thyself
- What Are Your Priorities
 - Money, Fame, Family, Quality of Life
- What is Your Ultimate Goal
 - CISO, Business Owner, Subject Matter Expert
- What Are You Willing To Do/Sacrifice To Achieve It
 - Time, Effort, Energy, Compete, Win

Make Sure That Your Have Alignment

CEO of You Inc. - Your Skills

- What Are You Good At Doing
- Can You Successfully Compete with Others who Do The Same Thing
- Is There Value in Getting Better
- Can Your Skills Be Leveraged To Other Areas

CEO of You Inc. - Your Skills

■ What Are Your Weaknesses

- The Ones That Matter

■ Do They Impede Your Professional Development

- Can Others Deny You Because of Them

■ Can You Address Them

- Convert Them To Strengths

■ Would You Want To

CEO of You Inc. – Selling Yourself

- Sales is The Lifeblood of Any Business
- People Are Constantly Judging You
- You Are Always Interviewing For Your Next Job
- Make Others Aware of Your Skills
- Demonstrate and Reinforce Results
- Everyone is a Potential Customer
- Never Oversell and Under Deliver

CEO of You Inc. - Brand Development

- What Do People Think of When They Hear Your Name – Personally and Professionally
- Have to Market to Both Current Customers and Potential Customers
- Can Build Brand Through Behavior, Talent, and Visibility
- Your Brand Becomes Your Reputation – Can Be Enhanced or Diminished By Any Action
- You Can Build A Great Brand In Today's Economy Without A Lot of Money

CEO of You Inc. - Brand Development

Building A Brand Without Spending Any \$\$:

- Come Early – Stay Late
- Go Beyond Your Job Description
- Help Others
- Social Networking
- Blogging
- Volunteer for Industry Projects
- Public Speaking

CEO of You Inc. - Compensation

- Understand Your Marketplace Value
- Are You Priced Competitively With Others
- What Are Customers Willing To Pay For Your Product
 - Is This Trending Upward or Downward
- If You Enhanced Your Product, Will Customers Pay More
- If You Do Not Enhance the Product, Will It Become Irrelevant

CEO of You Inc. - Compensation

- What Are Your Compensation Goals
- Can You Achieve Them In Your Current Role
- If Not, Where Can You Achieve Your Comp Goals
 - Are you able and willing to work in that environment
 - What Sacrifices Would It Take
 - What Skills Would You Need To Build
 - Can You Acquire Those Skills

CEO of You Inc. – Career Investments

- All Business Has To Reinvest Their Profits To Create an Environment For Long Term Success
- The More Productive The Investment – The Brighter The Future
- Substantial Business Investments Have Both Great Risk and Great Reward
- Common Investments Can Enhance Stability and Sustainability – But Will Never Spur Greatness
- Your Chances For Failure Increase When You Decide To Not Make Any Investments

CEO of You Inc. – Career Investments

Some Thoughts on Career Investments:

- Create A Long Term Career Investment Strategy With An Attainable Goal In Mind
- Strive To Make At Least One Meaningful Career Investment Every Year
- Select Career Investments That Differentiate You From Others
- Understand the Brand Associated With Each Investment You Make
- If You Do Not Invest In Yourself, Do Not Expect Anyone Else To.

CEO of You Inc.- Conclusions

- The Recent Economic Changes Should Have An Eye Opening Affect on Us All
- Standard Industry Certifications Will Be Treated as “Signals” as Opposed To Competency
- Employers Will Have More Reference Points When Evaluating Candidates For Key Roles
- Your Professional Network Will Need to Be Meaningful and Responsive

CEO of You Inc.- Conclusions

- You Will Have To Become More “Business Savvy” in the Management of Your Career
- You Will Need To Work “On Your Career” not just “In Your Career”
- I Encourage Everyone To Develop a Written Career Plan To Use As A Point of Reference
- Competition For The Best Roles Will Continue to Intensify
- Differentiation From Your Peers Will Be Essential to Achieving Your Goals

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