

## Think Like a Spy: Bulletproofing Your Identity

**Topic:** Identity Theft Prevention and how it leads to safer corporate data

**Speech Title:** Think Like A Spy: Bulletproofing Your Identity

**Length:** 45-75 Minutes

Identity theft is America's fastest growing crime and the #1 concern among all Americans. This crime not only affects families, but has legal and financial liability implications for every organization. Good personal privacy habits lead to safer data within your business. And safe data is profitable data. This presentation will give your audience the knowledge, skills and plan of action to proactively protect valuable information assets, both personally and professionally.

In **Think Like a Spy: Bulletproofing Your Identity**, your audience will experience:

- The **#1 Obstacle to Data Privacy** and how to overcome it
- How to **Think Like a Spy**: applying espionage techniques to data protection
- **Bulletproofing Identity** in your organization
- The **Top 5 Social Engineering Triggers** and how to respond to them
- **Interrogation Tools** to detect and avoid the latest scams before they bite
- **Risk-Scenario Training** that lets you experience prevention first-hand
- **Targeting the Enemy**: a plan of action for minimizing risk with less work
- **Practical Skills** to protect your wallet, trash, computer, mailbox, brain, business & more



In this presentation, John interacts on a highly personal level with the audience. In a very memorable way, he walks them through what it feels like to become a victim of identity theft and why that matters. From there, he safely and humorously involves the audience in a social engineering scheme. The only thing louder than the laughter is John's point – that until you have experienced data breach first-hand, on a personal level, you won't pay attention to it on a professional level. The result is a safer individual who understands the importance of bringing good data privacy habits with them to work.

*“Our audience just LOVED YOU... Here are just a few of the many accolades your presentation received: ‘Scary Good,’ ‘Tough to improve on perfection,’ ‘Wish he would have been at the Forum years ago.’ Thanks for delivering exactly what you promised and for being so wonderful to work with.”*

- S. McGowan, Lincoln Financial Advisors