

The biggest threat to your business or organization doesn't come from competitors!

You Can't Afford to Ignore

IDENTITY THEFT!

Did you know that:

- America will spend \$60 BILLION recovering from this crime - THIS YEAR ALONE?
- Your organization is legally liable for lost or stolen customer and employee data
- Your greatest risk comes from within your business?
- Most prevention solutions attack the symptom of the problem, not the cause?

Yesterday's solutions no longer apply!

Equip your staff! Protect your organization! Take action!

A Presentation

that Pays for itself - in Spades!

In his informative, thought-provoking and surprisingly humorous and interactive presentations, John Sileo delivers the cure for America's Fastest Growing Crime.

Protect Your Organization and Personal Assets

A Harvard degree and four successful business startups was not enough to immunize John from becoming a two-time victim of identity theft. His identity was used to commit nearly \$300,000 in crimes for which he was held responsible. Today, John is a critically-acclaimed author and keynote speaker who will keep identity theft from destroying your business and your life.

An eye-opening presentation!

In his high-energy, informative, thought-provoking and entertaining keynotes, seminars and bootcamps, Information Expert John Sileo educates audiences on the latest strategies and tactics to fend off the ever-brilliant efforts of the identity thieves!

Think Like A Spy: Using the Enemy's Tactics to Protect Your Business

In this sensational presentation, John uses tools developed for his critically-acclaimed book, *Stolen Lives: Identity Theft Prevention Made Simple*, to protect against all forms of identity theft. Your audience will learn:

- * The 7 Mindsets of Identity Theft Prevention
- * How to Outsmart the Enemy by Understanding their Methods
- * The 5 Simple Questions that Expose Fraud Before it Bites
- * Applying the 4 Habits of Privacy where Checklists Fall Short
- * Protecting your Assets Using the 80/20 Rule
- * Identity Theft Jujitsu - Defending Your Valuable Data

The Business of Protecting Your Business

In this component, John applies *Identity Theft Jujitsu* and *Think Like a Spy* mindsets to protect the sensitive information within your business, association or organization:

- * Understanding Your Risks and Data Value
- * Repelling Competitor Espionage
- * Protecting Your Intellectual Capital
- * Preventing "Insider" and Employee Data Theft
- * Recognizing Social Engineering

Words of Praise!

What can I say, other than - Bulls eye! John, your presentation was dead-on accurate. Great content, great energy and a brain full of ideas to put into action. And the fact that you customized your content to relate directly to our industry was unanticipated and highly appreciated. Many of our members remarked that this was the best presentation we've had in years. Bravo!

-L. Lahey, Rocky Mountain Business Travelers Association

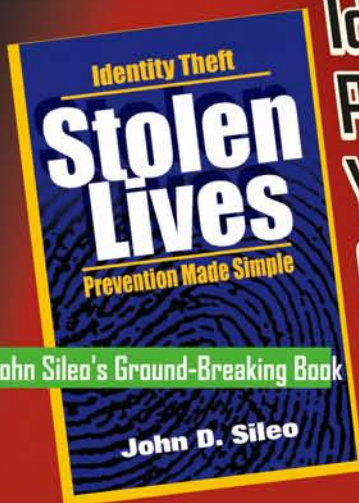
Wow! Have we ever been asleep at the wheel. Thanks so much for the remarkable presentation. I know our members are scrambling to catch up to your suggestions and we as an organization are taking a good, hard look at our vulnerabilities. You are an expert in your field and a fantastic speaker. Thank you.

-L. Meservie, University of Maine

I have attended many training meetings over the years and this one was, without a doubt, one of the BEST. The fact that you could talk on this subject with first hand experience gave you keen insight. Thanks for the practical tools to help our members combat this problem and for helping us strengthen our relationships with our members.

-D. Fitzgerald Sr., Illinois League of Credit Unions

**Identity Theft
Prevention Bolsters
Your Bottom Line!
Can You Afford
to Be Unprepared
for the Fight?**



America's News Media Turns to John Sileo for Expertise! John has been featured on: NBC, ABC, WB, Denver Post, American Cities Business Journal, CN8 Money Matters Today, Comcast and more!



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