

Think Like a Spy: Bulletproofing Your Identity (45-75 minutes)

Identity theft is America's fastest growing crime and second highest concern among all Americans. This crime not only affects families, but has legal and financial liability implications for all types of organizations. Good personal privacy habits lead to safer data within your organization. And safe data is profitable data.

Protecting yourself and your business is simply a process of acquiring the right knowledge, skills and plan of action. This session will deliver those tools on a personal level, empowering you to leave behind the culture of fear in exchange for peace of mind.

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

- The **#1 Obstacle to Privacy** and how to overcome it
- How to **Think Like a Spy**: applying espionage techniques to data protection
- **Bulletproofing Intellectual Property** 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



John Sileo is a two-time victim of identity theft. His recovery process took two years to resolve and nearly landed him in jail for crimes that he did not commit.

During that time, John became an expert in identity theft prevention. His experiences are the basis of his critically-acclaimed, award-winning book, *Stolen Lives: Identity Theft Prevention Made Simple*. Recently, *Stolen Lives* was chosen as the #1 Business Book at the EVVY Awards.

John speaks around the country to corporations, associations and consumers about protecting private information. His clients include Blue Cross Blue Shield, Lincoln Financial, Principal Financial Group, Pfizer, Drury Inns, Prudential Real Estate, Premier Bankcard, the Federal Reserve Bank of New York, as well as smaller corporations, universities and associations. John is featured regularly on Money Matters Today, NBC, ABC, and Fox. His identity blog can be found at www.Sileo.com. Further identity theft resources are available at www.ThinkLikeASpy.com.

John is the president of The Sileo Group, an idea-lab focused on guiding organizations to proactively protect their privacy. He lives at the foot of the Rocky Mountains with his amazing wife and daughters, acoustic guitar and Cairn terriers.