

13TH ANNUAL LEADERSHIP EVENT



# CYBER SECURITY SUMMIT

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TITLE SPONSOR



# Island

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# Lidia's Lessons in Resilience

Life lessons are also work lessons.



# Lidia's Lessons in Resilience

Life lessons are also work lessons.

Timely



Known for telling the TRUTH. Bragging about me serves my ego more than it helps you.



# Evan Francen



Co-Founder & CEO of **FRSecure**  
(and SecurityStudio)

BIO: <https://academy.securitystudio.com/pages/about-evan>



<https://www.linkedin.com/in/evanfrancen/>



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**John 12:43 NIV**

for they loved human praise more than praise from God.



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# TRUTH

We use a lot of words without knowing what they mean.

## Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)



### re·sil·ience

/rəˈzɪliəns/

*noun*

1. the capacity to withstand or to recover quickly from difficulties; toughness.  
"the remarkable resilience of so many institutions"
2. the ability of a substance or object to spring back into shape; elasticity.  
"nylon is excellent in wearability and resilience"

**Similar:**

flexibility

pliability

suppleness

plasticity

elasticity

springiness



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# TRUTH

We use a lot of words without knowing what they mean.

## But, IT resilient?



*noun*

1. t
  2. t
- Being IT resilient means being prepared for any type of disruption – planned or unplanned – to mitigate the risk of downtime so your focus remains on projects that drive transformation. It ensures business keeps moving forward, and, in fact, can accelerate transformation by letting you proactively see and adapt to changes to prevent disruption.

Similar: flexibility pliability suppleness plasticity elasticity springiness



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# TRUTH

Information security is NOT about information or security as much as it is about people.

1. People are ~~always~~ usually the cause of the bad things that happen.
2. People are the ones who suffer when bad things happen.

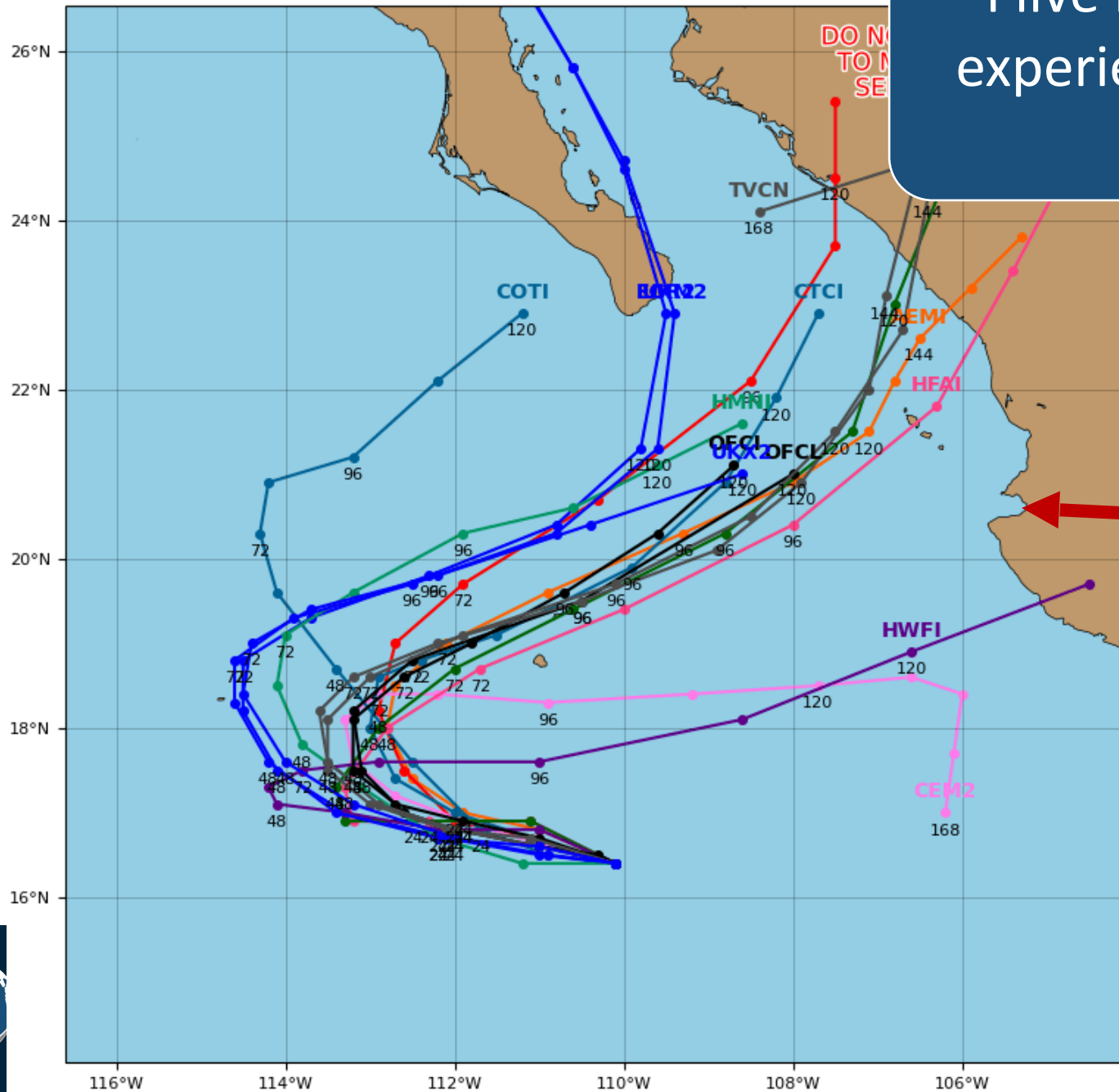
Let's apply this to October 10th @ 23:30 UTC.



# Tropical Storm LIDIA Model Track Guidance

Initialized at 12z Oct 06 2023

Levi Cow



I live in Mexico and I've never experienced a hurricane before. Until Lidia...

I live here.



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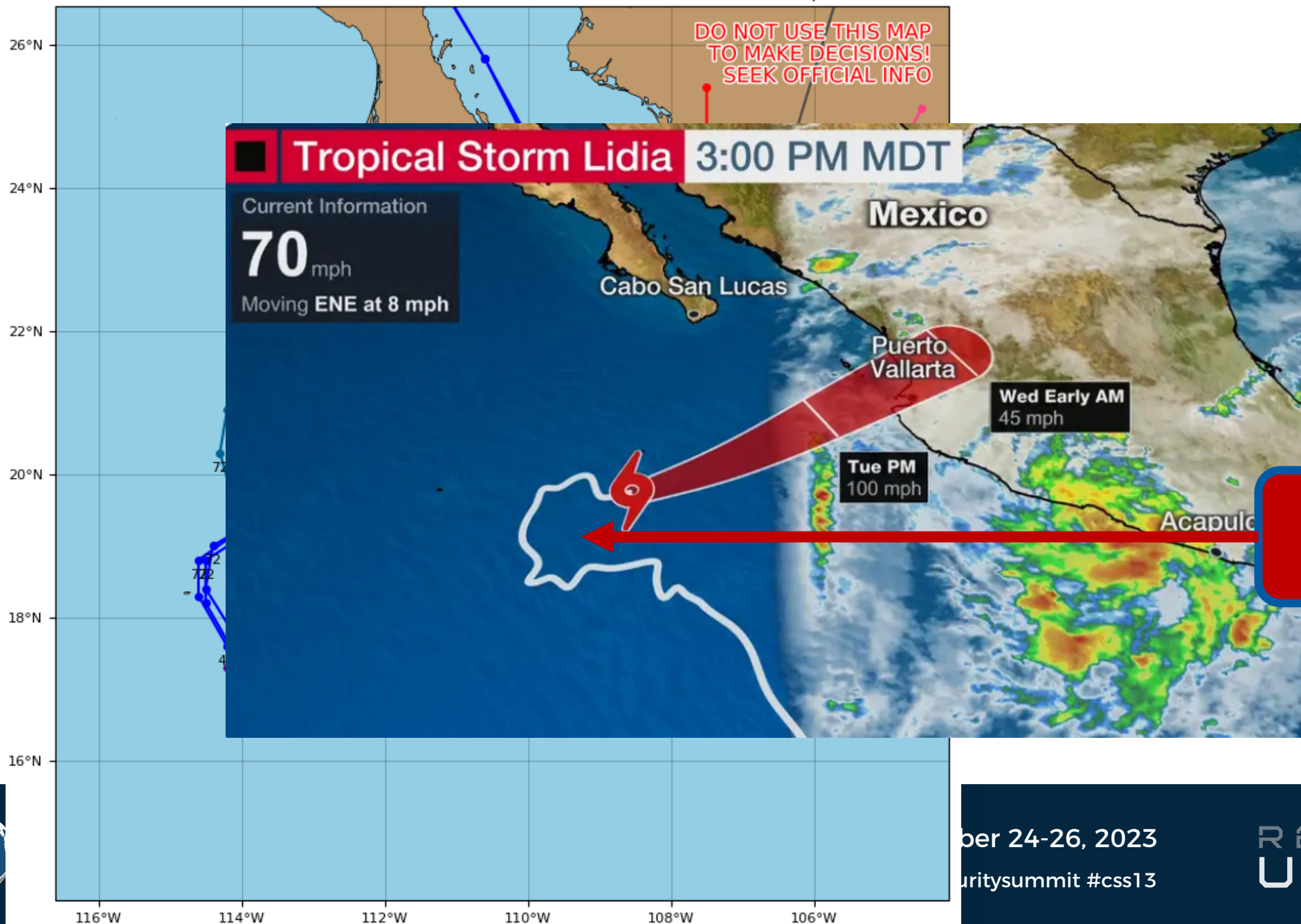


# Tropical Storm LIDIA Model Track Guidance

Initialized at 12z Oct 06 2023

Levi Cowan - tropicaltidbits.com

DO NOT USE THIS MAP  
TO MAKE DECISIONS!  
SEEK OFFICIAL INFO



Wait.  
What?!



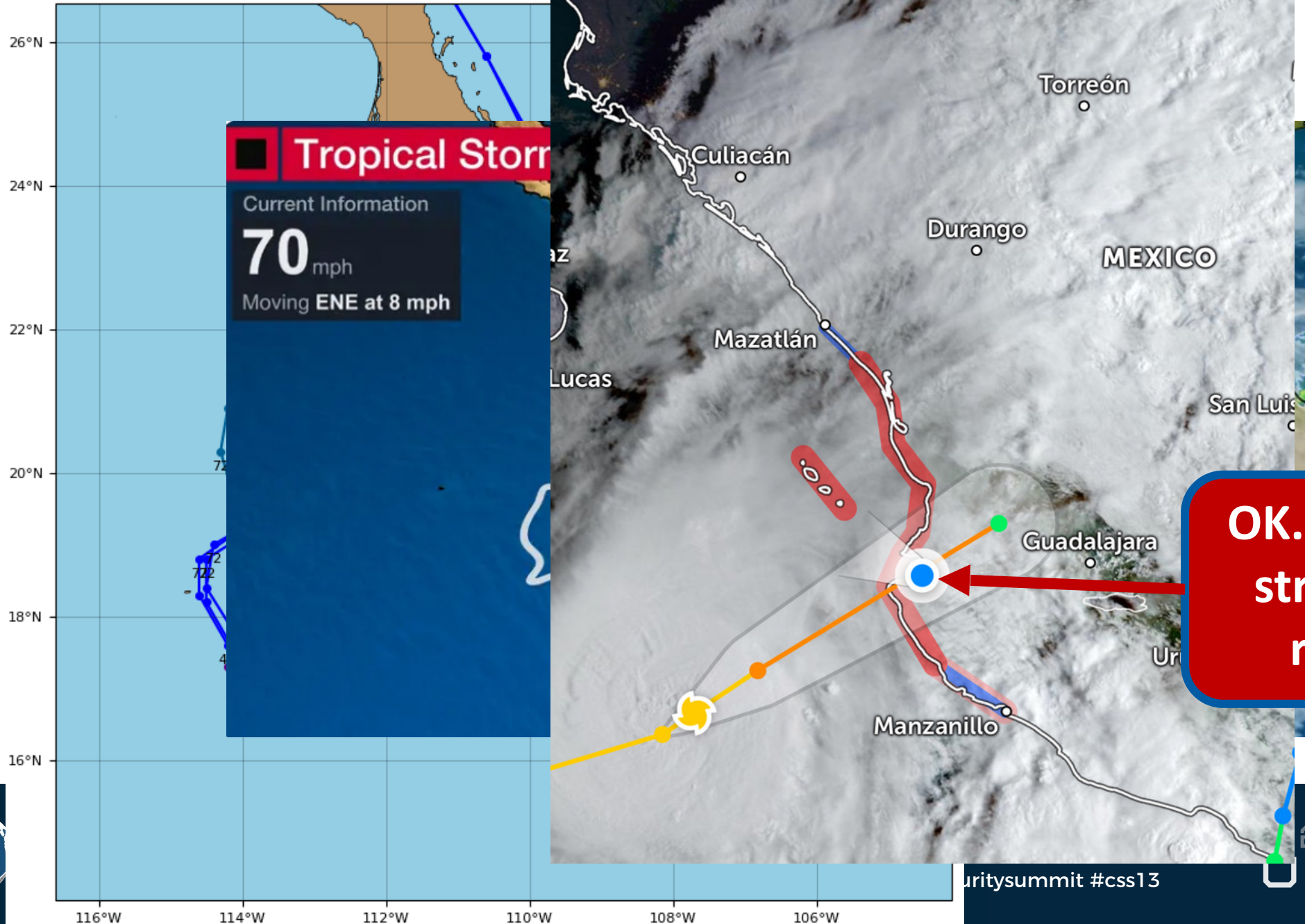
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# Tropical Storm LIDIA Model Track Guidance

Initialized at 12z Oct 06 2023

Levi Cowan - tropicaltidbits.com



**OK. This is some straight up BS right here.**

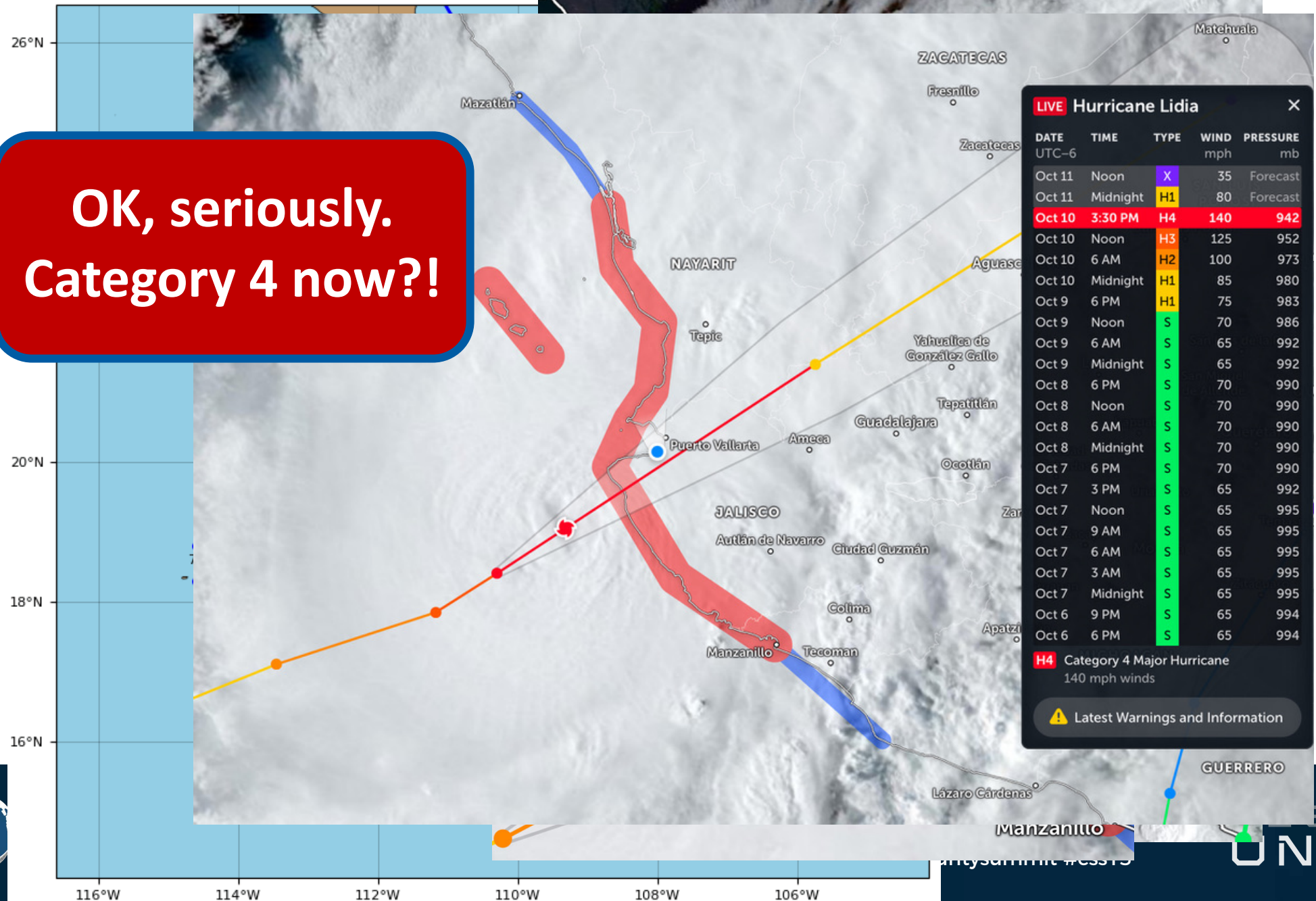


# Tropical Storm LIDIA Model Track Guidance

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OK, seriously.  
Category 4 now?!



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# Tropical Storm LIDIA Model Track Guidance

Initialized at 12z Oct 06 2023

Levi Cowan - tropicaltidbits.com

OK, seriously.  
Category 4 now?!

140mph winds?  
What does that  
feel like?



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# Hurricane Lidia

Yep.



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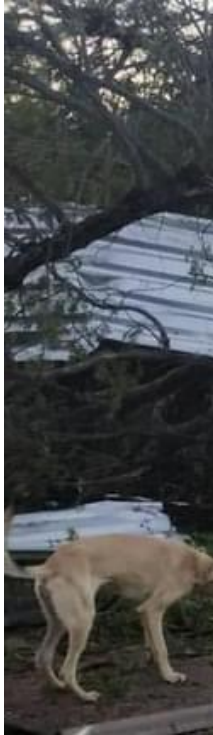
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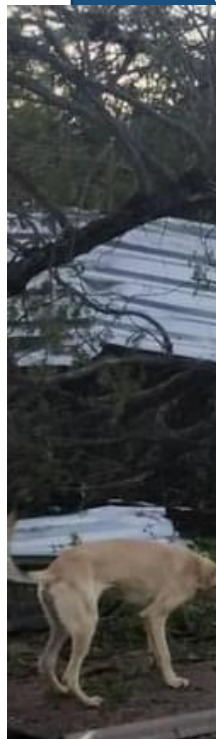
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# Lidia's Lessons in Resilience

I'm amazed by the resilience of the Mexican people.

I joke with them, maybe I'm a Mexican trapped in an American body.

This, and six key lessons...



# Lidia's Lessons in Resilience

## Lesson #1



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# Lidia's Lessons in Resilience

## Lesson #1

The **MOST** important lesson that permeates **EVERYTHING** (preparation, response, recovery, etc.)



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# Lidia's Lessons in Resilience

## Lesson #1

The **MOST** important lesson that permeates **EVERYTHING** (preparation, response, recovery, etc.)

Seriously. If you have only one takeaway from our time together, take this.



# Lidia's Lessons in Resilience

## Lesson #1

The **MOST** important lesson that permeates **EVERYTHING** (preparation, response, recovery, etc.)

Seriously. If you have only one takeaway from our time together, take this.

Do you know what it is?!





# Lidia's Lessons in Resilience

## Lesson #1

The **MOST** important lesson that permeates **EVERYTHING** (preparation, response, recovery, etc.)

Seriously. If you have only one takeaway from our time together, take this.

**Do you know what it is?!**

Are you taking notes?



The **MOST** important lesson that permeates **EVERYTHING** (preparation, response, recovery, etc.)

# Situational Awareness



# Lidia's Lessons in Resilience

## Lesson #1

The **MOST** important lesson that permeates **EVERYTHING** (preparation, response, recovery, etc.)

### Situational Awareness

- The best preparation is led by understanding what you have, where you are, what threats your facing, etc.



# Lidia's Lessons in Resilience

## Lesson #1

The **MOST** important lesson that permeates **EVERYTHING** (preparation, response, recovery, etc.)

### Situational Awareness

- The best preparation is led by understanding what you have, where you are, what threats your facing, etc.
- The best response is led by the same.



# Lidia's Lessons in Resilience

## Lesson #1

The **MOST** important lesson that permeates **EVERYTHING** (preparation, response, recovery, etc.)

### Situational Awareness

- The best preparation is led by understanding what you have, where you are, what threats your facing, etc.
- The best response is led by the same.
- So is the best recovery.



The **MOST** important lesson that permeates **EVERYTHING** (preparation, response, recovery, etc.)

### Situational Awareness

- The best preparation is led by understanding what you have, where you are, what threats your facing, etc.
- The best response is led by the same.
- So is the best recovery.
- Masters of situational awareness can often take a bad situation and turn it into an advantage.



# Levels of Situational Awareness

## The Cooper Color Code

### White

Tuned Out.  
Relaxed & completely unaware of the surroundings. Generally unprepared.

### Yellow

Relaxed Awareness. Aware of surroundings and actively scanning for threats. Can quickly respond if needed.

### Orange

Focused Awareness. Monitoring a potential threat with a high level of observance. In a heightened state of alertness.

### Red

High Alert. Actively responding to a threat and taking action.



# Levels of Situational Awareness

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High Alert.  
Actively responding to a threat and taking action.



# Lidia's Lessons in Resilience

## Lesson #2

S%!& WILL Happen



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# Lidia's Lessons in Resilience

## Lesson #2

### S%!& WILL Happen

Sometimes there's nothing you can do about it.

BUT, if you're still alive, you get to choose what to do about it.



# Lidia's Lessons in Resilience

## Lesson #2

### S%!& WILL Happen

Sometimes there's nothing you can do about it.

BUT, if you're still alive, you get to choose what to do about it.

Let this sink in.

Sometimes there's nothing you can do about it.

BUT you get to choose what to do about it.



# Lidia's Lessons in Resilience

## Lesson #2



What NOT to do. Ever.

# Lidia's Lessons in Resilience

## Lesson #3

Preparation is important



# Lidia's Lessons in Resilience

## Lesson #3

### Preparation is important

- Although preparation is important, you will not/can not prepare well enough.



# Lidia's Lessons in Resilience

## Lesson #3

### Preparation is important

- Although preparation is important, you will not/can not prepare well enough.
- Those who are most situationally aware are the most prepared.





## Lidia's Lessons in Resilience

### Preparation is important

- Although preparation is important, you will not/can not prepare well enough.
- **Those who are most situationally aware are the most prepared.**
  - Bought a generator months prior, power in Mexico is spotty.
  - Installed a manual transfer switch because powering entire circuits is much better than running extension cords everywhere.
  - Watched hurricane Lidia from the start, when it appeared headed our way, we filled gas cans, stocked up on water, moved things inside, etc.
  - Discussed what our plan would be if we needed to find safety.



# Lidia's Lessons in Resilience

## Lesson #4

Attitude is everything



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## Lidia's Lessons in Resilience

### Attitude is everything

- May sound corny, but it's true.
- A good attitude is a motivator for action.
- A good attitude is required for capitalizing on the opportunities.



## Lidia's Lessons in Resilience

### Attitude is everything

- May sound corny, but it's true.
- A good attitude is a motivator for action.
- A good attitude is required for capitalizing on the opportunities.

Opportunities for what?!



# Lidia's Lessons in Resilience

## Lesson #5

Seek Opportunity



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# Lidia's Lessons in Resilience

## Lesson #5

### Seek Opportunity

- Once Lidia passed, we start taking an inventory of what we have and what we don't. Remember that situational awareness thing?



# Lidia's Lessons in Resilience

## Lesson #5

### Seek Opportunity

- Once Lidia passed, we start taking an inventory of what we have and what we don't. Remember that situational awareness thing?
- We're hindered by darkness and limited power (thank God for the generator), it's late and we need rest.



# Lidia's Lessons in Resilience

## Lesson #5

### Seek Opportunity

- Once Lidia passed, we start taking an inventory of what we have and what we don't. Remember that situational awareness thing?
- We're hindered by darkness and limited power (thank God for the generator), it's late and we need rest.
- The threat has passed, and the house is still standing.





# Lidia's Lessons in Resilience

## Lesson #5

### Seek Opportunity

- Once Lidia passed, we start taking an inventory of what we have and what we don't. Remember that situational awareness thing?
- We're hindered by darkness and limited power (thank God for the generator), it's late and we need rest.
- The threat has passed, and the house is still standing.
- Opportunity #1 – SLEEP (after taking care of the flooded bedroom floors).



### Seek Opportunity

- In the morning, complete the inventory and begin cleanup.
- I'll work on the assessing damage to our home, my wife will work on communications (assuring family, checking in with friends, identifying who/what's available for recovery).
- Opportunity #2 – Ask for help from people who are willing and able to help.



# Lidia's Lessons in Resilience

## Lesson #5

### Seek Opportunity

- Other opportunities included:
  - Setting a good example for those who require my leadership.
  - Strengthen my relationship with my wife and daughter.
  - Become a valuable member of my community.
  - Inspire others to tackle disasters with courage, strength, and integrity.
  - Make GREAT long-lasting relationships with GREAT people.
  - Rebuild things better than they were before.
  - Prepare for the next disaster better than we did for this one.
  - And a few others...



### Seek Opportunity

- Other opportunities **This one alone is worth a dozen hurricanes.**
  - Setting a good example for those who require my leadership.
  - Strengthen my relationship with my wife and daughter.
  - Become a valuable member of my community.
  - Inspire others to tackle disasters with courage, strength, and integrity.
  - Make GREAT long-lasting relationships with GREAT people.
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  - And a few others...



# Lidia's Lessons in Resilience

## Lesson #6

### Value Perspective with Gratitude



## Lidia's Lessons in Resilience

### Value Perspective with Gratitude

- At the end of the day, what we really suffered was inconvenience.
- No power, no running water, no air conditioning, etc. for 6-7 days was NOT a disaster.
- Long, daily adventures to find gasoline was inconvenient for sure, but so what?
- Running down to the river to bathe was interesting, but also rewarding.



## Lidia's Lessons in Resilience

### Value Perspective with Gratitude

- At the end of the day, what we really suffered was inconvenience.
- No power, no running water, no air conditioning, etc. for 6-7 days was NOT a disaster.
- Long, daily adventures to find gasoline was inconvenient for sure, but so what?
- Running down to the river to bathe was interesting, but also rewarding.

TRUTH: We're blessed.



# Lidia's Lessons in Resilience

## Review

In all of this, life lessons applied to our work.

- Lesson #1 - Maintain Situational Awareness
- Lesson #2 - S%!& WILL Happen
- Lesson #3 - Preparation is important
- Lesson #4 - Attitude is Everything
- Lesson #5 - Seek Opportunity
- Lesson #6 - Value Perspective with Gratitude





Go be resilient!

THANK YOU

Contact stuff:



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