



# Translating your Cyber Security Expertise for Non-Technical Stakeholders

TRAINING

Build Confidence | Sharpen Negotiation and Persuasion Skills | Know your Audience



Facilitated by  
**ROCHELLE FITTLER**  
Co-founder and Director  
The Expert Leader

Online → Thursday, 27 April 2023



## Event Overview

Cyber security specialist and experts hold enormous power to influence, affect change and power transformation — even if you don't know it. As the events of 2022 have shown us, it is no compliance is no longer enough. Organisations – particularly government organisation (as custodians of sensitive data) and institutions based on trust your expertise is more essential than ever.

However, tapping into your technical expertise to drive and influence important business decisions doesn't come natural to all cyber security specialists. But as you have seen, having the knowledge, and expertise is only part of the equation. Forbes magazine lists listening and communication along with technical expertise as what determines a good Cyber Security Leader.

Building trust and credibility by shaping powerful messages that resonate with your non-technical stakeholders – from end-user, multi-disciplinary teams and executives – is more important than ever. Even if they recognise the importance of cyber security initiatives, getting them to buy-into vigilance is a challenge.

When people say they trust the data, what they're often saying is “I trust the messenger and I find them credible”. The **Translating your Cyber Security Expertise for Non-Technical Stakeholders** workshop will help you to tap into and hone your communication, negotiation, persuasion and listening skills on your journey to becoming a better Cyber Security Leader.

Through an innovative mix of presentations, interactive group discussions and structured expert feedback, you will leave this course with a practical, hands-on tool kit to communicate your technical expertise, understand your non-technical audience and navigate high-pressure and difficult situations.

## Why Attend

- **Uncover what matters** to your non-technical stakeholders and tailor powerful messages than spurn action
- **Sharpen your communication skills** to help you organisation navigate new threats
- **Translate your cyber security expertise** to drive a cultural shift towards vigilance
- **Learn how to break down complex technical concepts** for non-technical stakeholder
- **Understand how to can progress your leadership journey**

## Who Attends

This course has been developed for Cyber Security specialists from local government, State and Federal who are moving into leadership, project management and change-maker roles. This course is also beneficial to subject matter experts who have to work closely with business leaders including:

Analyst, Architect, Executive Director, Specialist, Director, Head of, Manager, Advisors of:

Cyber Security | Risk | Audit | Compliance | IT Security | ICT Security | Data Security | Resilience

## Meet Your Facilitator



**ROCHELLE FITTLER**  
Co-founder and Director  
The Expert Leader

Rochelle is a former CIO, Operations Manager, and Senior International Liaison Officer, with the skills to handle each of these highly challenging and very different roles. After more than 20 years in the Defence and Intelligence Sector, Rochelle is pursuing her passion for building leadership potential in others. Rochelle's background in science and analysis means she loves exploring the latest rigorous research on leadership and considering how this applies to practical technical and operational challenges. Rochelle has previously led foundational technology review programs, established new technical intelligence and operational capabilities, and negotiated international cooperation agreements.

Rochelle's superpower is in her collaborative approach. She believes that people rarely achieve anything that is worth achieving alone, and brings a strong relationship focus to her coaching.

## Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space
- Your specific communications challenges you have that you'd like to solve

## Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 3 <sup>rd</sup> Feb	Register by 24 <sup>th</sup> Mar	Register by 27 <sup>th</sup> Apr
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-

[CLICK HERE TO REGISTER](#)

\*Group Discounts Available - Contact Registration at [registrations@publicsectornetwork.co](mailto:registrations@publicsectornetwork.co) or Call on **(02) 9057 9070**

## Module One – The Fundamentals of Communicating Expertise

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### 9:00am PSN Welcome and Introductions

- Training Overview, Objectives and Outcomes
- Ice-breaker and Meet and Greet

### 9:15am Introduction to the Elements of Communicating Expertise

- Translating your technical expertise for a non-technical audience
- Aligning IT and technology insight into the larger strategic business framework
- Focusing on the Why; why does your insight matter; and how does it effect your audience?

### 9:45am Effective Listening in Practice

- The foundation of becoming an effective listener
- Understanding the importance of listening and its role in promoting organisational relationships, encouraging product delivery and innovation and navigating periods of change
- Practical guidelines to improve your listening skills

### 10:15am Communicating to Connect

- Understanding your audience: Uncovering the aspects of your expertise that resonate with them
- Learning to ask the right questions
- Communicating to engage and connect: Finding a balance between clarity and detail

### 10:45am Break

## Module Two – The Art of Negotiation and Persuasion

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### 11:00am Communicating Authoritatively

- Creating an aura of expertise through demonstration
- Communicating with credibility and trust in practice
- Imbibing consistency in your messaging: Constant, repeatable and regular

### 11:30am Negotiating and Persuasion to Drive your Cyber Security agenda

- The difference between negotiation and persuasion and identifying the best situations for each approach
- Creating your message for negotiation vs. persuasion
- Forming a link between your message and how it affects your audience and the organisation at large

### 12:00pm Group Activity: Communicating for Influence in Action

In this session you will evaluate press conferences which involve specialists or experts. Additionally you might want to take a look at some historical state COVID updates from the past couple of years, or state Premiers briefing on the response to the recent flooding events in NSW and Qld. We'll be talking about the different approaches that these experts and specialists use to get their message across.

### 12:30pm Lunch Break

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## Module Three – Mastering Difficult Situations

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- 1:00pm**    **Thinking on Your Feet: How to Find Your Voice and Communicating Effectively Under Pressure**
- Thinking calmly and gathering information
  - How to practice decisiveness in stressful scenarios: Tip and tactics
  - Silver linings: Building trust and forging relationship in conflict
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- 1:45pm**    **Giving and Receiving Feedback in a Constructive and Empathetic Way**
- The importance of empathy in giving feedback
  - Constructive feedback in action
  - On the receiving end: How to take onboard feedback in a meaningly way
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- 2:30pm**    **Communicating a Big Idea to Change the World:**
- In this session you will work on the “Big Idea to change the world” that you have been asked to come to the event with. By “world” we simply mean something that matters to you. It could be an idea to change something for your team, your organisation, your family or community, but it needs to be something that will require you to convince other people that your idea is a good one, and then to take some kind of action on it. You don’t need to have it fully-formed, or perfectly polished. Now apply the tools and techniques learned today to build a communication strategy to convince your key stakeholders, including non-technical stakeholders that this is a good idea.
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- 3:15pm**    **Break**
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## Module Four – Delivering your Pitch

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- 4:00pm**    **Break-out Group Activity: Deliver the Pitch**
- Pitch your big idea to the group, as you would the key stakeholder both inside and outside the organisation.
  - Draw on course frameworks, tools, and techniques to justify your pitch
  - Benchmark against your peers
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- 4:45pm**    **Wrap-up and Evaluation**
- Receive professional feedback from facilitator
  - Draw on peer observations
  - Be referred to further resources for building best practices and top tips
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- 5:00pm**    **Closing Remarks from Trainer and End of Training**
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## Get In Contact

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