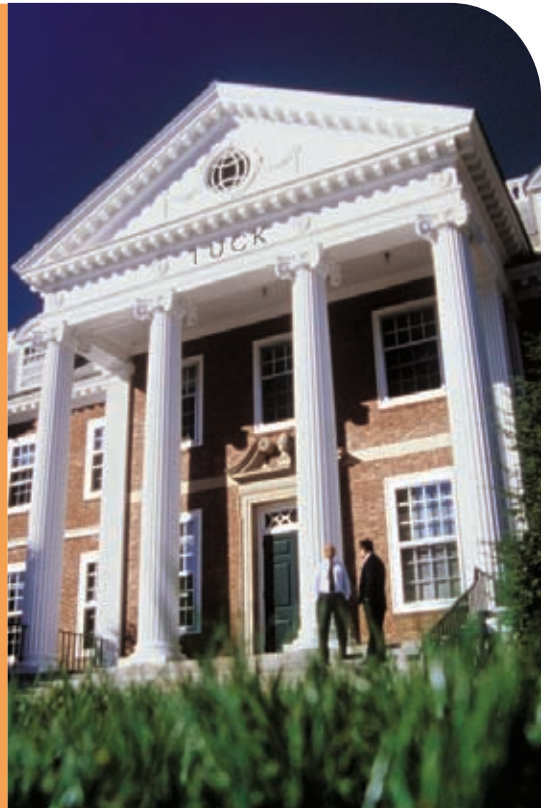




Business Essentials for the Information Security Professional

**May 12–16, 2008
Hanover, N.H.**

**Center for Digital Strategies
and Tuck Executive Education
at the Tuck School of Business at
Dartmouth**



Build Your Business and Leadership Essentials

Tuck's Business Essentials for the Information Security Professional program is designed specifically for information security managers of Global 1000 companies and their direct reports.

This executive education program, sponsored in part by Dartmouth's Institute for Security Technology Studies, will help you enhance your fundamental business skills and understanding, so that you may engage more effectively with other business leaders throughout your enterprises.



"In 2007, the Tuck School was ranked #1 among U.S. business schools by *Forbes* magazine and in the *Wall Street Journal*/Harris Interactive poll."

**Information security.
Serious business.
Are you ready to lead?**



Make your move now.

Who Should Attend

This program is for CISOs and their direct reports seeking to enhance fundamental business skills, to complement technical expertise, and to dialogue more effectively with other strategic business leaders in the organization.

How to Apply

Apply online at www.tuck.dartmouth.edu/besp. The registration deadline is March 5, 2008. Early registration is recommended.

Program Fee

The program fee of \$2,300 includes tuition, books, most meals, and accommodations at the Courtyard by Marriott. We would like to acknowledge the sponsorship of this program by Dartmouth's Institute for Security Technology Studies through a grant from the Department of Homeland Security's National Cyber Security Division, allowing us to offer this program well below the market value of \$5,300. Payment of the fee is due upon acceptance into the program.

For more information about the program or registration details, please contact Jennifer Childs at 603-646-9742 or email infosecurity.business@tuck.dartmouth.edu.

Program Topics

These topics will be presented through a variety of methods, including short lecture presentations, case discussions, interactive projects, and individual and small group exercises.

Strategic Thinking and Planning

Understand the impact that a focused, well-executed strategy has on a firm's performance and decision making; learn how to incorporate strategic thinking and planning into your initiatives.

Leadership, Change, and Organizations

Discuss the constraints and opportunities of organizational culture and explore a framework for leadership; study the impact of organizational dynamics on leading projects and driving change.

Program/Project Management and Governance

Attain insight into program/project management and effective governance; develop a strategic plan, share best practices, and gain the feedback of peers.

Communications, Power, and Influence

Examine how concepts of influence and power can define authority and control; refine your communications strategy by sharpening your objectives, analyzing your audience, and honing your message.

Risk, Investment, and Decision Making

Acquire deeper understanding of the psychology of risk and information security as risk management; learn how CFOs make investment decisions and how to do risk analysis in uncertain conditions.

Financial Tools and Management (optional)

Examine good vs. bad investments and the basic tools of analysis, including cash flows, time value of money, ROI, with an emphasis on project finance, controls, and evaluation.

PROGRAM GOALS

- DEVELOP STRATEGIC THINKING AND PLANNING SKILLS
 - SHARPEN BUSINESS COMMUNICATIONS SKILLS
- GAIN INSIGHT INTO HOW SENIOR BUSINESS LEADERS THINK
- BROADEN UNDERSTANDING OF RISK AND DECISION-MAKING
 - ENHANCE PROGRAM/PROJECT LEADERSHIP SKILLS
- SHARE BEST PRACTICES AND BUILD A NETWORK OF PROFESSIONAL COLLEAGUES



The Center for Digital Strategies promotes the development and practice of digital strategies—the use of technology-enabled processes to harness an organization's unique competencies, to support its business strategy, and to drive competitive advantage. The center examines the impact of technology on all aspects of management and strategy, and addresses issues throughout the extended enterprise.

www.tuck.dartmouth.edu/digitalstrategies

Program Faculty

Tuck professors, among the world's experts at connecting thought leadership to business practice, lead this curriculum tailored to the needs of today's information security professional. Program faculty is subject to change.

Paul Argenti

communication strategy, reputation management



Pino Audia

leadership, influence, organizational change



Sydney Finkelstein

strategy, leadership, organizational management



M. Eric Johnson

Director, Center for Digital Strategies

information security and risk, IT



Stephen Powell

management science, business modeling



Kent Womack

finance, probabilities and decision making



Hans Brechbühl, faculty director

Executive Director, Center for Digital Strategies

change and project management, IT





**Tuck School of Business
at Dartmouth**

100 Tuck Hall
Hanover, NH 03755-9000 USA

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