Presenter

Darrel Raynor
Director,
Cybersecurity, LCRA

Darrel serves as Cybersecurity Director, Business Integration for LCRA.

He increases efficiency, decreases friction and works with all business units, using clear communications internally, with customers, vendors, and partners to increase overall Cyber posture. Darrel is a senior executive, speaker, consultant, trainer, and turnaround specialist with 30+ years of leadership experience streamlining operations, optimizing systems, leading projects, and coaching people. Topics in demand include Cybersecurity Rationalization, Agile Transformation and Processes, Business Transformation Change Management, and Project Optimization.

LCRA
ENERGY • WATER • COMMUNITY SERVICES
CYBERSECURITY

"Darrel's energy and passion influences team to accomplish more than they thought they could."
VP, Rational Software (now IBM)

Forming Cyber Dept story….

Description

Cybersecurity isn't just a tech challenge—it's a people-driven challenge. Without a company culture heavy on security, even the best tools and policies will not be enough. In a world where a single click can trigger a crisis, every employee, vendor, customer, partner and executive must understand they are part of the security equation.

This high-impact session challenges senior cybersecurity leaders to rethink how they drive behavior change across their organizations. Learn how to embed cybersecurity into daily habits, leadership mindsets and company values—not just annual trainings. Discover how to transform security from "someone else's job" into a core part of how your business operates and succeeds.

Agenda

Key takeaways include:

- **Why traditional awareness programs are not enough—and what actually works**
- **Strategies to make cybersecurity ownership part of every role, from intern to CEO**
- **Leveraging internal influencers and business units to drive culture change faster**
- **Communicating the "why" behind security in a way that sticks**
- **Building a culture where secure behavior is the default, not the exception**

If you think cybersecurity tools are enough, *think again*. Culture is your true first line of defense—and the time to build it is now.

"Cybersecurity is not a set of products - it's a set of practices."
Ed Amoroso, former CISO of AT&T

Why traditional awareness programs are not enough—and what actually works

Why Use Cyber Awareness?

'C'ompliance to Regulations

'c'ompliance to Policy

Communicate Threats, Tips, Regulations and Policies, Socialize!

Provide Details that Apply in Certain Situations & for Specific Roles

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'C'ompliance to Regulations

Federal & State…

"In the middle of difficulty lies opportunity." - sentiment famously expressed by **Albert Einstein.**

Cyber Insurance story…

'C'ompliance to Regulations

Federal & State…

NIST Critical Infrastructure Categories – LCRA belongs to six!

► Communications

► Dams

► Emergency Services Energy

► Government Facilities

► Information Technology Systems

► Water & Wastewater Systems

TxDIR story….

'c'ompliance to Policy

*Bank story....*

Most organizations have or refer to policies.

A 'once a year' attestation does not drive home all that needs to be done in an ever-changing cyber environment.

Awareness programs can be updated without explicit review by your governing body…

Provide Details that Apply in Certain Situations & for Specific Roles

► Situations can vary widely

► Environments carry different levels of risk *(e.g., internal and external assets, etc.)*

Ticket vs Email vs Call story….
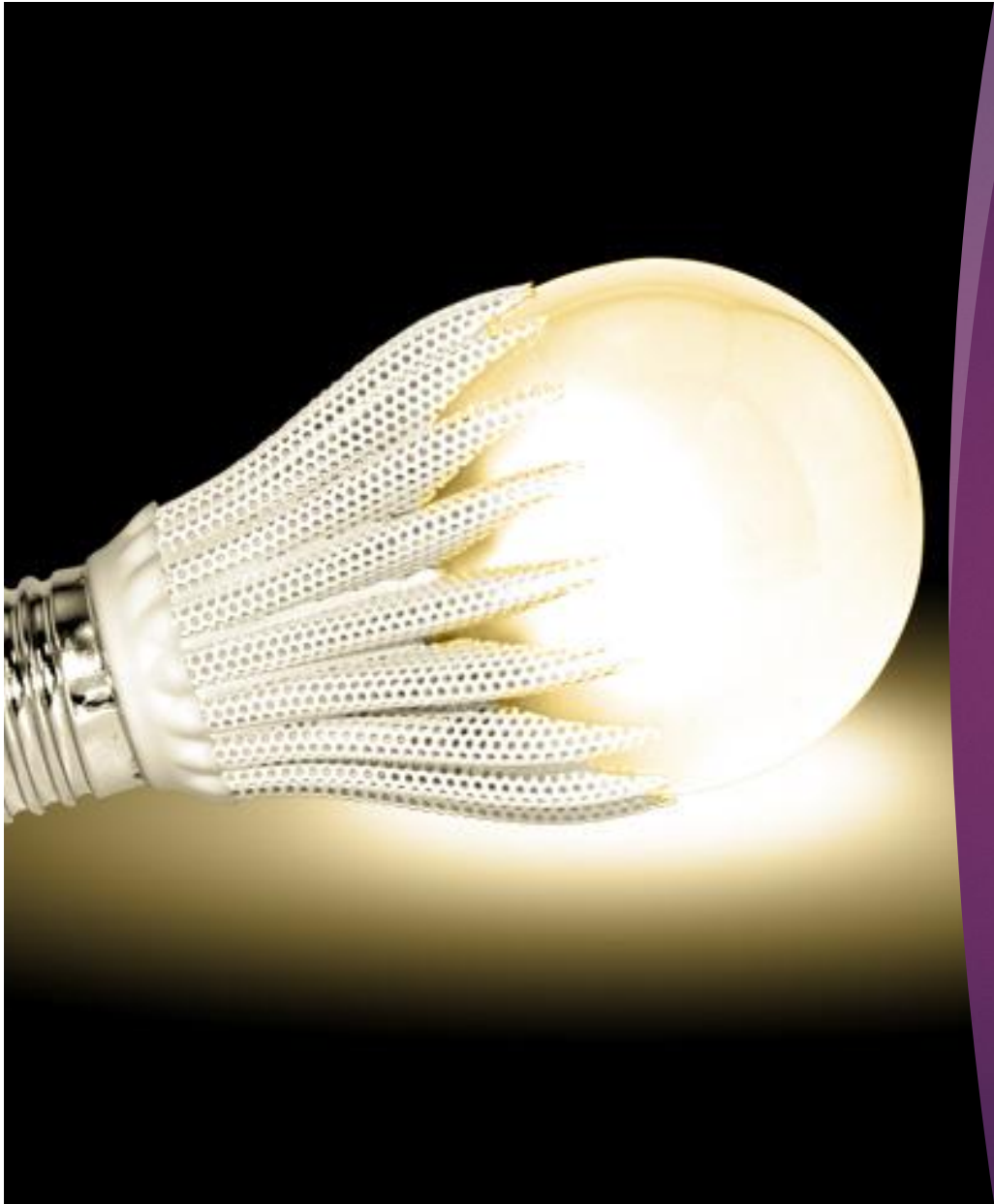
Strategies to make cyber ownership part of every role, from intern to CEO

How to have Cyber Awareness Adopted Across Your Organization

Building a foundation with cyber awareness

- ► Start simple, scale smart

- ► Base on risk to your critical Infrastructure

- ► Leverage free and low-cost resources

- ► Partner! LCRA is in TxPPC, LPPC, EPRI etc.

HAEA story….

Leveraging internal influencers and business units to drive culture change faster

Putting awareness into action

- ► Making cybersecurity a habit in your culture

- ► Draft/volunteer Cyber Champions

- ► Train and empower your team

- ► Regular feedback cycles from your customers

LCRA story….

Memorable links to Business Risks that have been exploited, preferably in your industry, will help keep to top of mind...

Communicating the "why" behind security in a way that sticks

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Summary

- ► Why traditional awareness programs are not enough—and what actually works

- ► Strategies to make cybersecurity ownership part of every role, from intern to CEO

- ► Leveraging internal influencers and business units to drive culture change faster

- ► Communicating the "why" behind security in a way that sticks

- ► Building a culture where secure behavior is the default, not the exception

- ► Summary, Questions & Discussion

Resources

► National Institute of Standards & Technology

► Cybersecurity & Infrastructure Security Agency

► SANS

► ISO/IEC 27001/27002 (look up)

► Center for Internet Security

► Texas Department of Information Resources

► TEEX Business and Cyber Services