





Speaking Bean ASIS - Houston

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The Cost of Security?

- Each year security directors, all over the world, submit budget requests for hundreds of millions of dollars in revenue for the sake and purpose of securing:
 - Assets
 - Property
 - Physical
 - Intellectual
 - Personal
 - Lives




The Cost of Security?

Each year, Budgets get cut ... pulled back ... cancelled ... shot down ... ignored ... laughed at ... pushed aside ... and/or

In General

Receive a Giant ... huge ... really big



WHY?

1. Financially unrealistic requests!
 - Asked for too much all at once!
 - Got too fancy!
2. Lack of perception of need by corporate leaders!
 - Didn't present your case properly!
 - Didn't prove your case sufficiently!
 - Didn't present your case to enough points simultaneously!
3. No funding available due to timing in the fiscal year!
 - Waited till the last minute!
 - Presented too late in the corporate year!
 - Didn't present your case sufficiently!

4. You didn't speak:

BEAN!



Speaking Bean



To speak bean, there is a limited vocabulary that one must learn. Like all specialties, those that are deep in the rank and file can spot an outsider ... an invader ... a defiler of the sanctuary of their profession. It is their job to flash, push, and display their limited authority by attacking such outsiders without regard to the position or posture of the request.

The bottom line is that security is seen as an expense ... a cost ... money spent with nothing to show for it. Therefore it is an affront to the sensibility of every bean counter in the world.



The Language of BEAN



1. Fiscal Year:
 - The point at which the companies financial year starts and ends. May or may not coincide with the calendar year.
2. Debt to Equity Ratio:
 - This is the amount of debt that is covered by the value of an asset. If everything is turned to cash, what is the ratio of debt to investment or value





The Language of BEAN



3. Gross Profit:

- The amount of profit a project or business shows after the directly related fixed costs of doing the project or running the business:

4. Net Profit:

- The amount of cash or value left after all expenses are applied. The net profit may or may not include tax calculations, dependant upon the accounting practices.



The Language of BEAN



5. Break even Point / Date:

- The date or point that a project will exceed or pay off all associated debt and start to show profit.

6. Profit / Loss Chart:



Suggestions

For

The end of the day

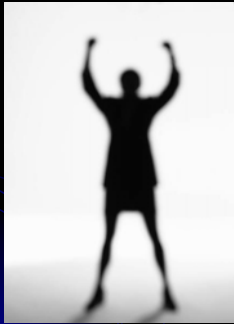


Suggestions!

1. Pretend that you are lending your own money to the project:
 - Ask and answer every possible question you would want to know about
 - Where your money was to be used
 - How it was to be paid back
 - When it was to be paid
 - What interest or profit could be expected



Suggestions!



2. Prepare a 3 – 5 year Profit / Loss chart:
 - Be honest ... even if it does not come out in your favor ... do not be afraid of a loss year.
 - Remember that it is all numbers and all projections and all invented, best guess calculations



Suggestions!

1. Support everything with charts, graphs, pictures, and summary documents!
 - Make information available in summary form. No one is going to want to read pages and pages of support.
 - Key point or bullet statements on the summary page for the purpose or need of the security enhancements
 - Document or support material listing for individual research



Suggestions!



1. Spread your proposal around to all concerned persons immediately after presentation to accounting
 - Let people know what you are trying to do and why
 - Discuss those details of the project that are not confidential
 - Show the purpose of the proposal ... always point out the benefits.
 - Don't be afraid to list the potential negatives and what you intend to do to combat them





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