


“INFORMATION  
SECURITY IS SEXY,  
MAAK HET SPANNEND!”



# 1 - FLIRT



A man and a woman are playing pool in a dimly lit bar. The man is leaning over the table, holding a cue stick, and looking at the woman. The woman is smiling and holding a glass of beer. The background is dark with some colorful lights and a sign with the number 3.

FLIRT; INITIATIVE, INTERACTION  
& TAKE ACTION



**INCENTIVES  
INTENTIONS  
GOALS**

**FUN!**


**TIMING & MOMENTUM**



WITHOUT GOAL vs GOAL ORIENTED

A woman with dark hair in a ponytail is shown in profile, focused on her workout. She is wearing a black tank top and is lifting a dumbbell. The background is a gym with various pieces of equipment and bright lights. A black rectangular box is overlaid on the image, containing white text.

**PROGRESS OVER  
PERFECTION!**

A man with a beard, shirtless, wearing blue boxing gloves and blue shorts, is captured in the middle of a powerful punch against a large, black and grey heavy bag. The bag is suspended by chains in a gym setting. The background shows the metal structure of the gym, including a staircase. The lighting is dramatic, highlighting the man's muscles and the dust kicked up by his fist.

JUST DO IT, NO RESULTS WITHOUT  
**ACTION**



INFORMATION SECURITY IS NOT ABOUT  
FRAMEWORKS, FIREWALLS AND VIRUSES, BUT  
HOW TO BEST DELIVER BETTER SECURITY AT  
MOST EFFECTIVE EXPENSE TO THE BUSINESS



2 - SEDUCE



A silhouette of a person herding a large group of goats in a field at sunset. The scene is bathed in a warm, golden light from the setting sun, which is visible as a bright orb on the horizon. The person is standing in the middle ground, facing right, with their arms slightly outstretched. The goats are clustered in the foreground and middle ground, their forms dark against the lighter background. The overall mood is peaceful and traditional.

KNOW THE CULTURE  
IN THE BUSINESS

A man in a dark suit and light blue shirt is adjusting a necklace on a smiling woman. The woman has long brown hair and is wearing a black strapless top. She is looking off to the side with a bright smile. The man is leaning over her, his hands are on her shoulders and the necklace. The background is dark and out of focus.

## **(ADD) VALUE**


**SECURITY PROFESSIONALS  
SHOULD KNOW & UNDERSTAND  
THE ORGANIZATIONS  
OBJECTIVES AND HOW TO  
SUPPORT THEM**

A close-up photograph of a woman lying down, her eyes closed, receiving a facial massage. Two hands are gently pressing on her forehead. She is resting on a white towel. The lighting is soft and focused on her face.

**GIVE MORE, THAN YOU TAKE!**

The background of the image shows two people standing on a mountain peak, their silhouettes against a sunset sky. They have their arms raised in a gesture of triumph or achievement. The sky transitions from a dark blue at the top to a warm orange and yellow near the horizon. The mountains in the foreground and background are dark and silhouetted.

SUPPORTING & EMPOWERING  
ROBUST & RELIABLE  
FLEXIBLE & STRONG  
EFFECTIVE COMMUNICATOR

A hand is shown moving a black chess piece on a dark board. The board is overlaid with a white network diagram consisting of interconnected nodes and lines. The text "COMPLEXITY IS THE ENEMY OF EXECUTION" is written in white, bold, uppercase letters across the center of the image. A vertical white line is positioned to the left of the text.

COMPLEXITY IS  
THE ENEMY OF  
EXECUTION

“KEEP IT SIMPLE,  
BUILD ON BUSINESS  
PRINCIPLES”





RISK COMES FROM NOT  
KNOWING WHAT YOU ARE DOING



A man with dark hair and a beard, wearing a dark blue long-sleeved shirt, is resting his head on a laptop keyboard. He is sitting at a desk in an office environment. The background is blurred, showing office furniture and papers. The text is overlaid on the top half of the image.

“IF YOU DO WHAT YOU’VE ALWAYS DONE,  
YOU’LL GET WHAT YOU’VE ALWAYS  
GOTTEN”

TONY ROBBINS

# 3 - CONNECT





**“WHERE FOCUS GOES, ENERGY FLOWS!”**





VALUE → CONNECTION → SUCCESS



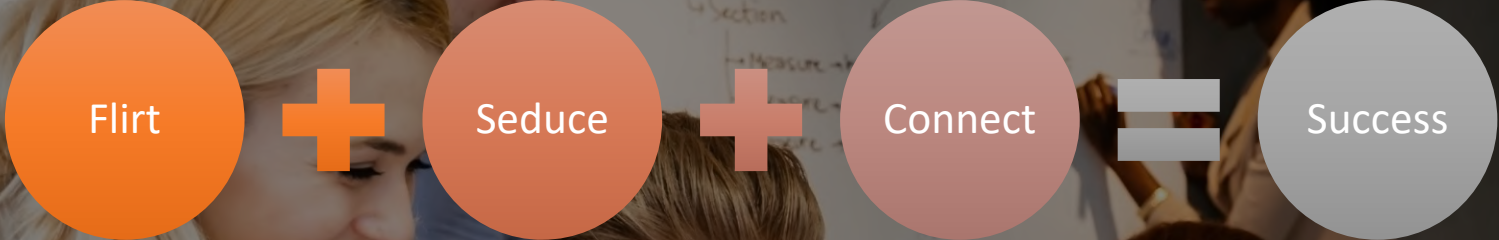
COLLABORATE WITH OTHER FUN

A close-up photograph of a brown and orange spider on its intricate web. The web is set against a blurred background of green and blue, with some light spots. The text "SPIDER IN THE WEB" is overlaid in white, bold, sans-serif font across the lower middle of the image.

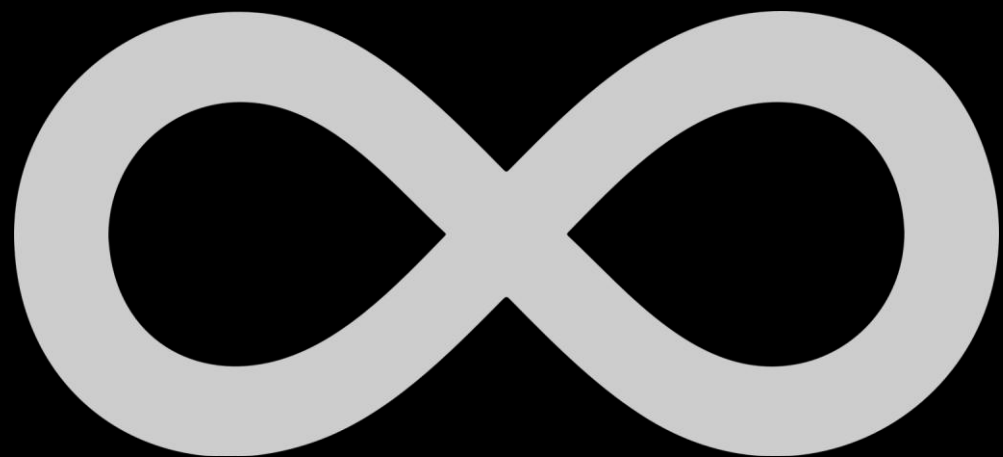
SPIDER IN THE WEB

A top-down view of a diverse group of people's hands stacked in a circle, symbolizing teamwork and connection. The hands are of various skin tones and are wearing different watches. The background is a blurred indoor setting. The text "EMPOWER THE ORGANIZATION THROUGH CONNECTION" is overlaid in white, bold, sans-serif font across the center of the image.

EMPOWER THE ORGANIZATION  
THROUGH CONNECTION







INFORMATION SECURITY



Q AND A