

WORKSHOP

CORPORATE SECURITY

FOR

SENIOR BUSINESS MANAGEMENT



MAIN GOAL

To educate the Senior Business Management staff of any given company on the Corporate Security area in order to develop fundamental strategies to be able to interpret macroenvironmental factors, key elements of the environmental, socioeconomical, demographical, geopolitical, and public and private safety variables, with the intent of generating value propositions that consolidate the company's strategic planning and contributing to the productivity and profitability objectives while the company's physical, technological and corporate integrity are strengthened.

By the successful completion of the Workshop: Corporate Security for Senior Business Management, the alumni will have the knowledge and abilities needed to:

- ❑ Analyze and interpret the macroenvironment variables for decision-making purposes on corporate security strategies matters.
- ❑ Generate a control strategy to manage and mitigate cybernetic risks.
- ❑ Comprehensively integrate human, technical and IT factors to the strategic planning.
- ❑ Manage diverse strategic, tactical and operative products and services on corporate intelligence to provide preventive and reactive support.
- ❑ Identify the key principles that allow the proper development and positioning of the Corporate Security function.
- ❑ Design and analyze medium and high-complexity scenarios to the risks that threaten the company's stability and the business resilience models.

Directed to

Business owners, general directors and directors involved in corporate decision-making.

Directors and executives of middle and senior management with security functions, in government and private institutions, civil society and international organizations.

Businessmen and women, and entrepreneurs in the private safety sector.

CONTENT

I. Knowledge, management and corporate strategies.

- a) What is the current situation in the business world?
- b) Macroenvironment variables.
- c) Directive abilities.
- d) How to manage a macroenvironment analysis?
- e) Conclusions and trends.

III. Next Dimension: Cybersecurity.

- a) What is cybersecurity, and why is it so important?
- b) Data on cyber attacks.
- c) Cyber attacks: how are they, and why are they produced?
- d) Cybersecurity in the business.
- e) How to manage a cyber crisis?
- f) Conclusions.

Case study.

V. Adaptability model (resilience)

- a) Conceptual fundamentals about business resilience
- b) Activity: Emerging risks // Design and analysis of scenarios
- c) Lessons learned.

Case study.

II. Transversal corporate security model.

- a) Successful models comparison on the company's security director's point of view.
- b) Identification of key principles that allow the development and positioning of a corporate security function.
- c) Analysis of the diverse specialties on corporate security.
- d) Security strategy development and approach.

Case study.

IV. Corporate intelligence.

- a) Integration of the intelligence operation in the management system for corporate security.
- b) Value contribution to the business.
- c) Intelligence ethics in the corporate field.

Caso práctico.

VI. Workshop: Business continuity and corporate results *as usual*.

A case study that involves the obtained understanding and analysis throughout the workshop will be exercised in order to consolidate the acquired knowledge.

At the end of the workshop, the participants will receive a certificate of completion.

Place

Campus UDLAP,
Cholula, Puebla.

Date

November, 18th to 21st
2020



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