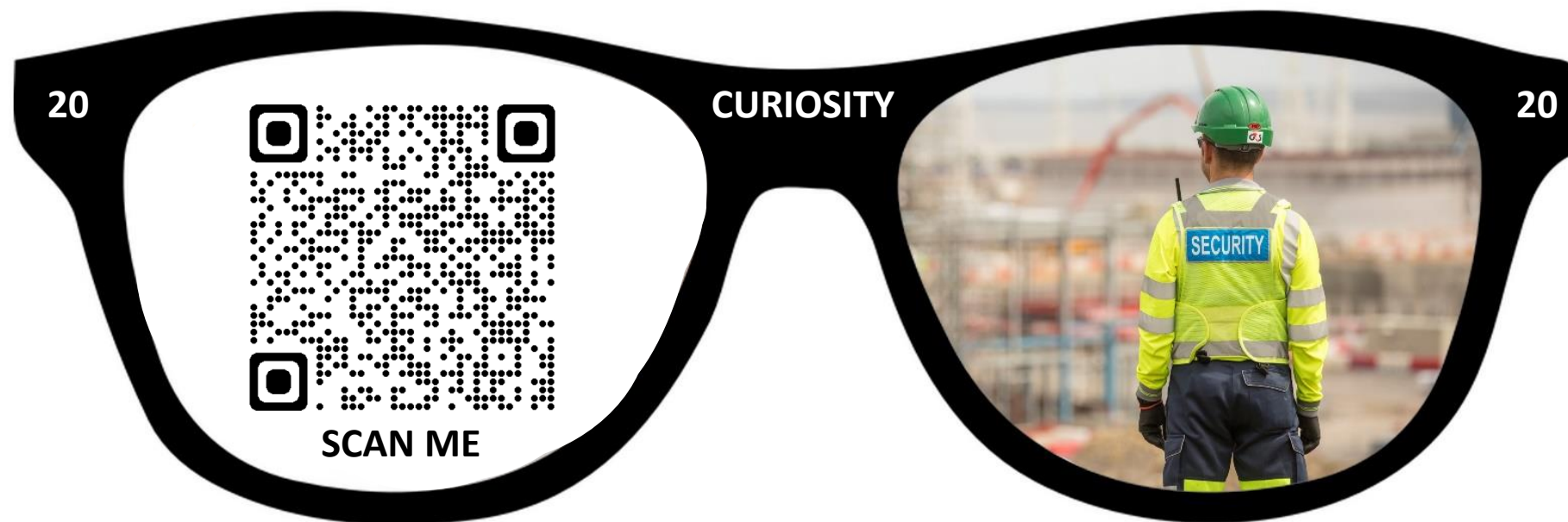
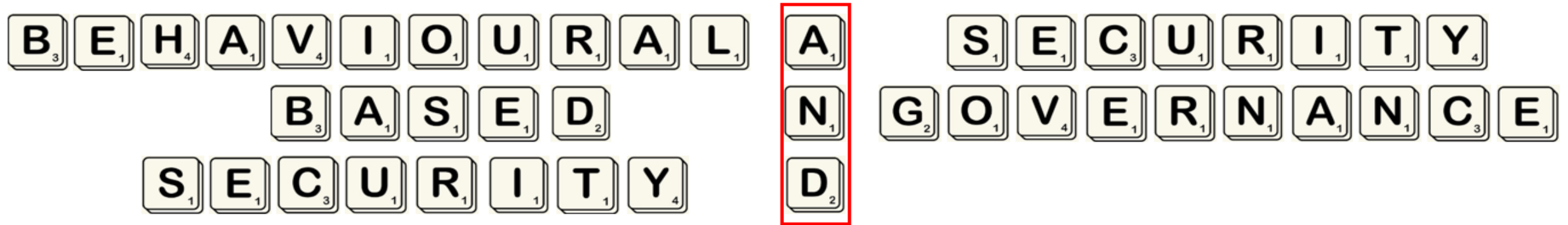


The CAP WayTM *To Protect*



“Those who use arms well cultivate *the Way* and keep the rules. Thus they can govern in such a way as to prevail over the corrupt.” *Sun Tzu, The Art of War*

WHAT IS THE CAP WAYTM?



Cannon Asset Protection Limited sets out a *Way* to help others protect those they care for, the property they own, the information that they know, and the qualities for what they want to be known for. A logical, repeatable, & defensible process that is grounded in scientific research to protect people, property, information, and a much-needed reputation. A body of work encompassing 40-years of experience and learning.

A *Storyboard*[®] is a tool used by a security practitioner to *engage* the workforce. By *explaining* simple behaviours, an *educated* team can be *influenced* to help create a secure working environment.



BEHAVIORAL BASED SECURITY (BBS)

If you agree that people break security rules for one of three reasons:

- 1) Ignorant to the existence of the rule;
- 2) Complacency bought about through distraction;
- 3) Knowingly and with malicious intent.

delivering a *behavioural-based security* awareness programme will, therefore, increase resilience across the organisation to help reduce the likelihood and impact of an adversarial attack.

To Deliver Effective BBS programmes, you must:

Engage

To participate or become involved in

Explain

To give a reason so as to justify or excuse (an action or event)

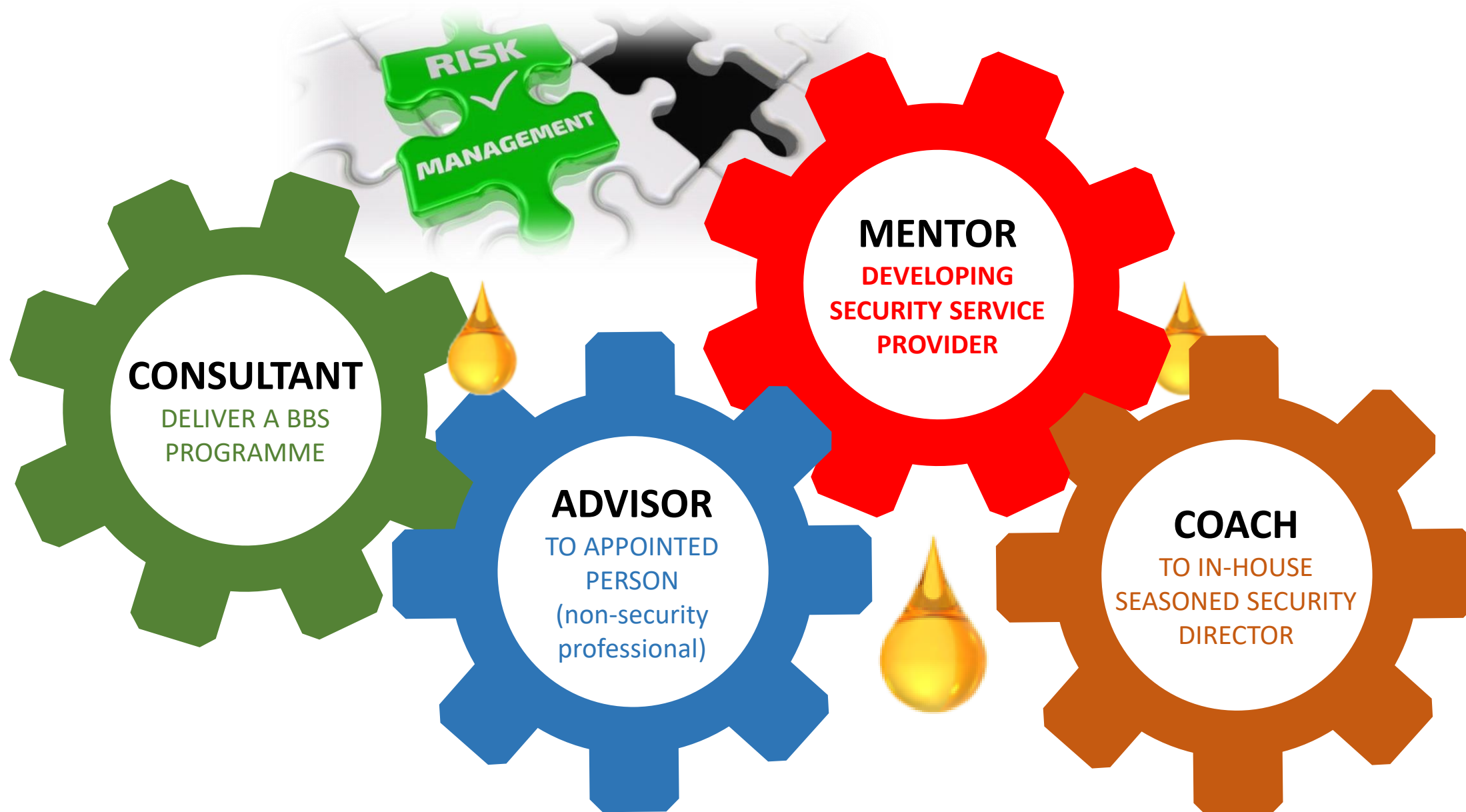
Educate

To give (someone) training in or information on a particular subject

Influence

To have an effect on the character, development, or behaviour of someone or something

THE WHAT



40-years of learning available to curious-minded people



THE WHY



The aim is to protect an organisation's people, property, information, and increase the level of certainty of delivering the business plan. A pathway to *convert common-sense into common-practice* whilst supporting a unified leadership's desire to provide a safe, secure, productive, and environmentally-sustainable workplace free from fear and intimidation.

To Reduce **Ignorance** – To Avoid **Complacency** – To Recognise **Intent**

"Storytelling is the oldest form of education" Terry Tempest Williams

THE HOW



- Advocates impactful and verifiable security governance based on scientific research
- Protects people, property, information, and the organisation's reputation
- Understanding motivated and capable people that set out to intentionally do bad things
- Guide people to identify, understand, and mitigate people-initiated risk —adversarial risk

"Storytelling is the most powerful way to put ideas into the world today" Robert McKee

A Blended Approach to Creating PROTECTIVE SECURITY GOVERNANCE



INDUSTRIAL SAFETY
(**SWISS CHEESE**)

+

PROTECTIVE SECURITY
(**ONION SKIN**)

=

SAFE & SECURE
WORKPLACE



PROTECTIVE SECURITY GOVERNANCE TOOLBOX

A list of *StoryBoards*® in *The CAP Way*™ BBS Programme. As at: 1st February 2024

SB #	Storyboard® Content	SB #	Storyboard® Content
1	Security Management Review Methodology	21	Developing a Suitably Qualified and Experienced Person
2	Adversarial Threat, Risk, & Vulnerability	22	Creating a Security Partnership
3	Adversarial Threat Assessment Methodology	23	Engaging the Next Generation: Protective Security Industry
4	Defence-in-Depth and Layered Security	24	Collaborative Protection: Working With Others
5	Security Strategic House	25	Developing a Protective Entourage
6	Security Team Key Job Responsibilities	26	The Value of a Community Guardian
7	Creating a Security Culture	27	
8	Security Awareness Programme: Four Campaigns	28	
9	Security Campaign Cards: Creating Key Messages*	29	
10	Creating Security Campaign Pamphlets: The 7Qs*	30	Construction Site Security Legislation, Standards, & Guides
11	Security Community of Practice (SyCoP)	31	Portable Security Infrastructure
12	Security Responsible Person	32	Civil Design & Road Safety Supporting Security
13	Stakeholder Management: Identifying Key Groups*	33	Construction Site Layout & CPTED
14	Security Documents: A Hierarchical Approach*	34	Protecting Construction Plant & Equipment
15	Writing a Security Plan: A Plan-on-a-Page*	35	Protecting Construction Materials
16	Writing a Security Contingency & Response Plan*	36	Protecting Portable Tools & Instruments
17	Developing a Security Competency Matrix*	37	Protecting the Work Van & Contents
18	Writing a Security Training Plan, SOPs, & Exercises*	38	Protecting Cable & Precious Metals
19	Security Investigations & Incident Reporting*	39	Protecting Fuel on a Construction Site
20	Security Assurance Methodology*	40	Construction Site Community Support Officer

* = Under development. 30 = Construction Pack sold separately.

BELIEFS & THOUGHTS THAT SHAPE *THE CAP WAY*™



- Data wins arguments but *empathy* influences decision making.
- Good decisions are based on *knowledge* and not on numbers. Plato
- Business is easy if you are helping people achieve their *goals* and they know it. Benjamin D. Simkin
- Mere good *governance* is not enough; it has to be pro-people and pro-active. Good governance is putting people at the centre of development process. Narendra Modi

Why Use **Cannon Asset Protection Limited?**

Managing Director & Principal Consultant: **Frank Cannon**

A Chartered Security Professional ([CSyP](#))

A Fellow of the UK Security Institute ([FSyI](#))

A certified Pipeline Security Specialist ([PSS](#))

An ASIS Certified Protection Professional ([CPP](#))

A Registered Independent Security Consultant ([RISC](#))

A member of the Combined Industries Theft Solutions ([CITS](#)) organisation

A member of the National Infrastructure Crime Reduction Partnership ([NICRP](#))

A BSc (Hons) in Security & Risk Management from the University of Portsmouth

A UK Cabinet Office strategic level emergency and crisis manager ([EPC Resilience](#))

A Level 7 Graduateship in Leadership and Management by the City & Guilds Institute

A post-graduate certificate in Critical National Infrastructure from Carlton University, Ottawa

Awarded the Queen Elizabeth II Commendation for Valuable Service ([QCVS](#)) for leadership in Kosovo (1999)



Global Success Delivering **The CAP Way**TM

Frank has delivered his strategic security governance approach across the globe...

As a veteran UK Royal Military Police ([RMP](#)) commissioned officer, serving a full 24-year career

Supported the UK Foreign and Commonwealth Office (FCDO) in Beirut, Khartoum, and Mostar

Supported the United Nations in Bosnia and Kosovo (7-operational tours totalling 3½ years)

Head of Security for two giga-construction projects in Kazakhstan (Tengizchevroil – [FGP](#))

Head of Site Security for Hinkley Point New Nuclear Construction Project (EDF [HPC](#))

Consultant to the [NEOM](#) Project in the Kingdom of Saudi Arabia

