



Cannon Asset Protection Ltd

A BEHAVIOURAL BASED SECURITY PROGRAMME

YOUR COMMUNICATION TOOLBOX
TO CREATE A CONSTRUCTION PROJECT'S SECURITY CULTURE



The CAP Way™

Construction Pack

Engage – Explain – Educate – Influence

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Delivering Protective Governance to Increase the Certainty of Business Success

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WHAT IS THE CAP WAY™?

BEHAVIOURAL
BASED
SECURITY

A
N
D

SECURITY
GOVERNANCE

4 YEARS OF KNOWLEDGE

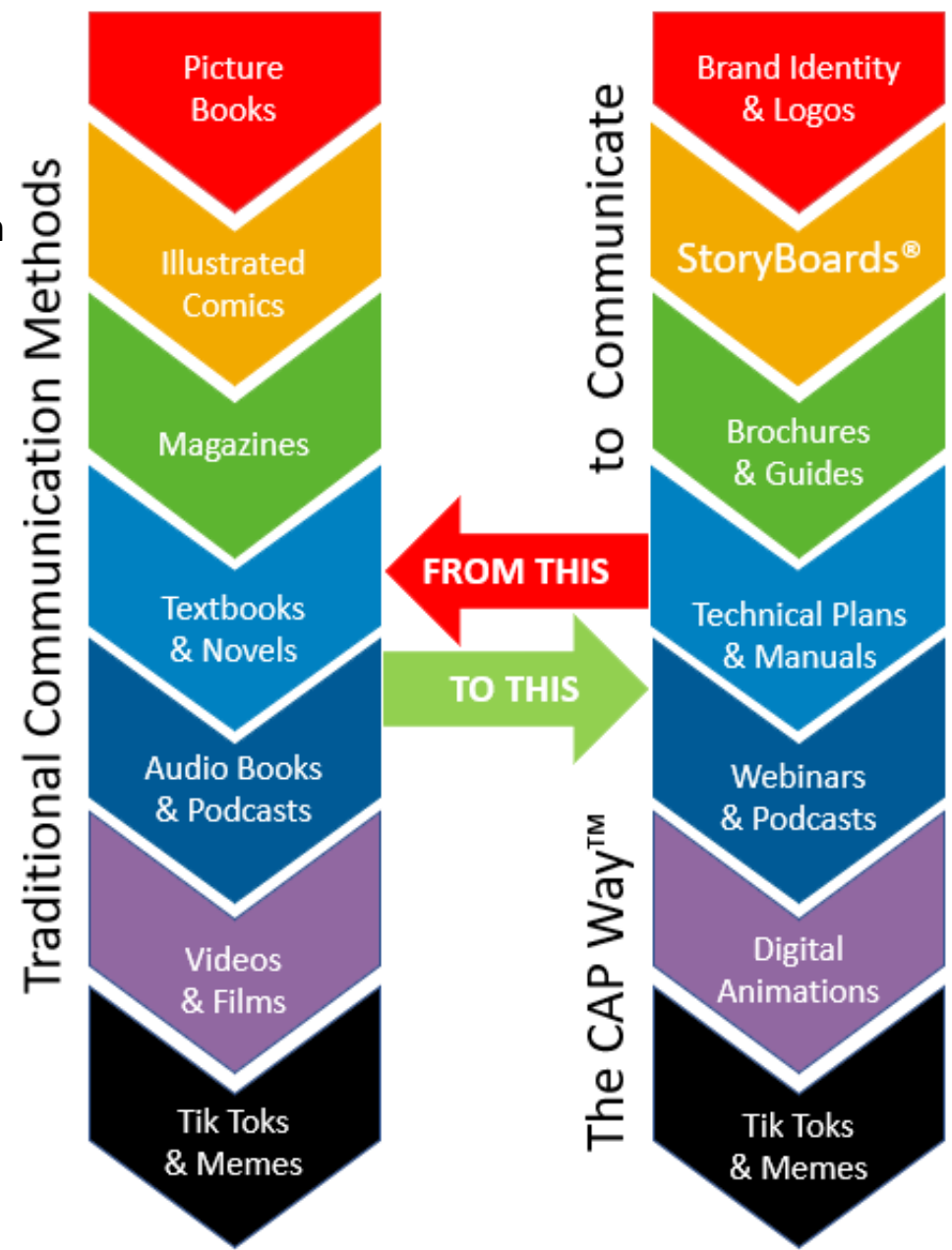



A **Storyboard®** is a tool used by a security practitioner to **engage** the workforce. By **explaining** simple behaviours, an **educated** team can be **influenced** to help create a secure working environment.

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.

BELIEFS & THOUGHTS THAT SHAPE THE CAP WAY™

- 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*
- 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.*
- Data wins arguments but **empathy** influences decision making.
- Good decisions are based on **knowledge** and not on numbers. *Plato.*
- Don't base your **decisions** on the advice of people who don't have to deal with the results.
- Leadership is the capacity to **influence** others through inspiration motivated by passion, generated by vision, produced by a conviction, ignited by a **purpose**. *Myles Munroe.*
- Business is easy if you are helping people achieve their **goals** and they know it. *Benjamin D. Simkin*
- **Storytelling** is the most powerful way to put ideas into the world today” *Robert McKee*
- A wise person makes their own **decision**; an ignorant person follows public opinion.
- Storytelling is the oldest form of **education**. *Terry Tempest Williams*





...adversaries are corrupt...

“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.”

...Turning common sense into common practice...

“It is **common sense** to take a method and try it. If it fails, admit it frankly and try another. But above all, try something.” – Franklin D. Roosevelt

“There is nothing more uncommon than **common sense.**” – Frank Lloyd Wright

Behavioural-Based Security (BBS)

...Effective BBS programmes...

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.

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

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

CONSTRUCTION SECURITY TOOLBOX

A list of *StoryBoards*® in *The CAP Way*™ Construction Pack. As at: 1 January 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. SBs 1 to 29 form part of Governance Pack