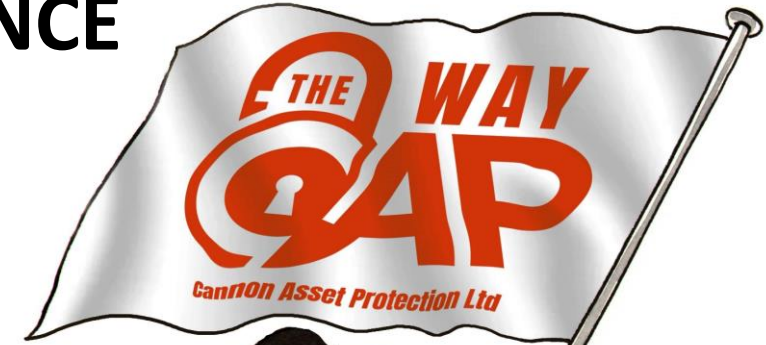




**CREATING PROTECTIVE SECURITY GOVERNANCE**

**YOUR COMMUNICATION TOOLBOX**

*A logical, repeatable, & defensible process grounded in scientific research*



# The CAP Way<sup>TM</sup> *To Protect*

*converting common-sense into common-practice*



**Engage – Explain – Educate – Influence**

# WHAT IS THE CAP WAY™?

B E H A V I O U R A L  
B A S E D  
S E C U R I T Y  
A  
N  
D

S E C U R I T Y  
G O V E R N A N C E

4 YEARS  
OF KNOWLEDGE

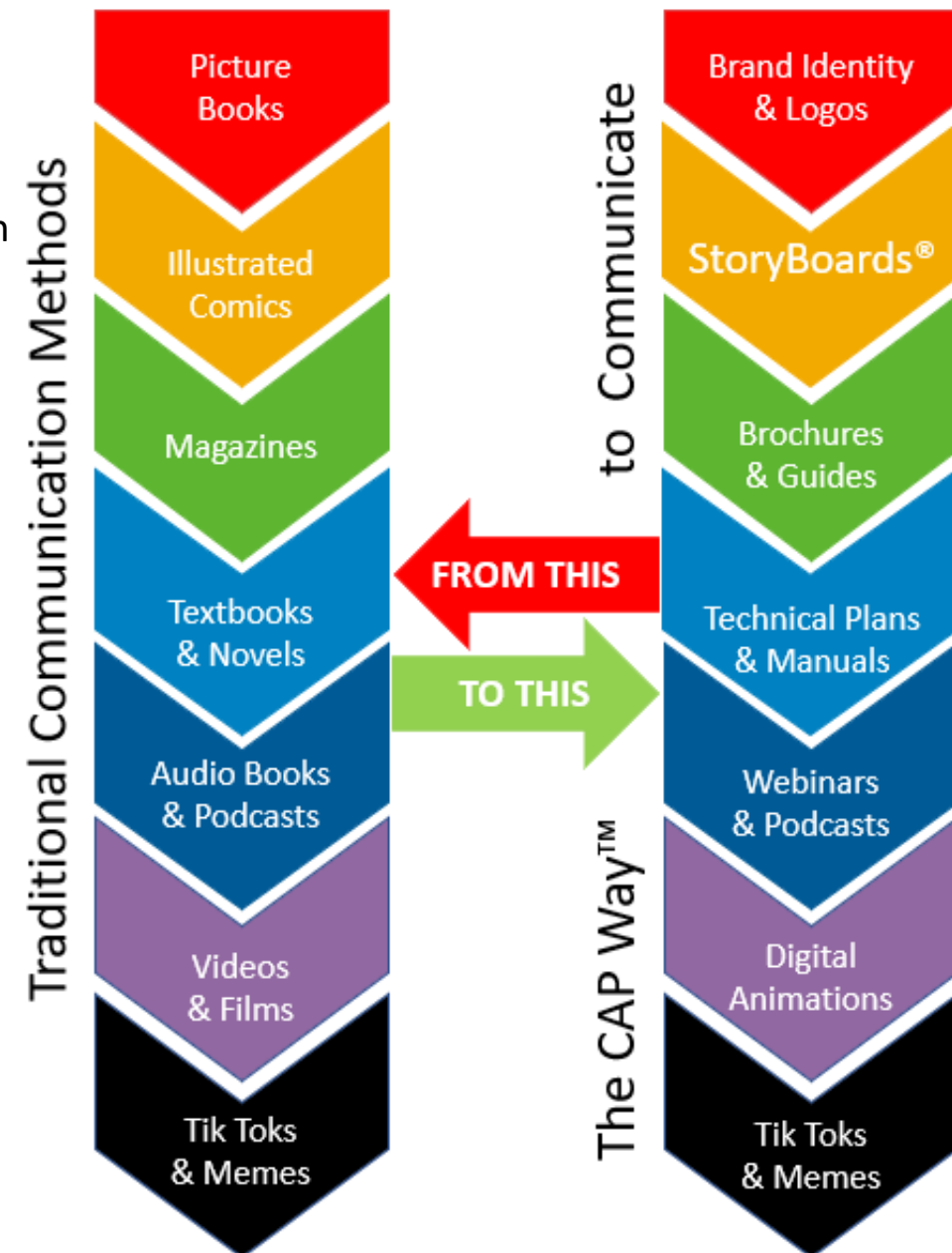


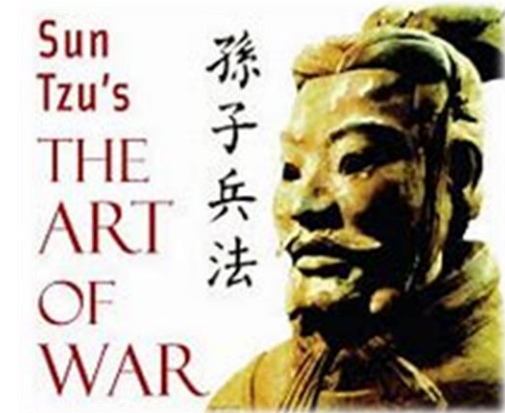
A **Storyboard®** is a tool used by a security practitioner to **engage** the workforce. By **explaining** simple behaviours, an **educated** team can be **influenced** to help create a secure working environment.

**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

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.