



Businesses lose more than \$100 Billion per year in the tangled web of information overexposure: fraud, identity theft, manipulation and privacy bleeding...

#### Will you be one of them?

Business Advisor and Keynote Speaker **John Sileo** learned about risk exposure the hard way — by experiencing it first hand as he lost everything. Let his remarkable story, in-the-trench knowledge and humorous approach to serious topics arm you with the tools and motivation to protect your mission-critical data.



66 Your Keynote was a key reason why this year's conference was the best."

— Department of Defense



Within one week of John's training, a \$300,000 fraud attempt was immediately detected and diffused by a member of our staff — a direct result of John's training."



— Homeland Security



Partners (Serving Disney Cast Members)



— Kikkoman



Satisfied Clients









Financial Group®













**Technology Risk Management** 

In the digital age, tools like smartphones, tablets and cloud computing have shifted the competitive landscape in favor of cyber-savvy businesses. But are you in control of your technology, or are you being controlled? From firewalls to encryption, Wi-Fi to mobile computing, proactively protecting cyber assets is non-negotiable. John discusses cyber and technology security in terms applicable to nontechnical employees and executives alike.

**John's Most Requested Topics** 

### **Identity Theft Prevention**

Identity theft is not only America's fastest growing crime, it is the perfect vehicle for retraining the people inside of your organization on a new paradigm of data security in an infocentric marketplace. When individuals choose to "own" their identities, the organization benefits from a privacy-minded workforce and a risk-savvy bottom line.

#### **Online Privacy Protection**

Business is moving online in every way imaginable. Social media, cloud computing and ecommerce platforms like Facebook, LinkedIn, YouTube, SalesForce, Amazon, and Twitter are businessmodel game changers. Whether as a communication, marketing or intelligence-gathering tool leveraged by your staff, competitors or enemies, a conversational background in online privacy is a prerequisite for business success.

### **Anti-Fraud Training**

Anti-fraud training goes beyond the protection of individual bits of sensitive data to a rigorous defense of your organization's core assets, whether they are digital, physical or human in nature. An organization trained in fraud detection greatly reduces the hard costs of social engineering, corporate espionage, data breach, insider theft and financial manipulation.

### **Trust & Influence Building**

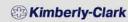
Influencers are leaders that attract trusting followers and achieve more with less. John has developed an expertise in the intimate connection between manipulation and influence, which are opposite sides of the same "trust" coin. In other words, an ethically regulated understanding of manipulation techniques (the bad guys) gives you the underlying tools of magnetic influencers (the good guys).





















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# **SILEO IN THE NEWS**











#### Media organizations around the world turn to John for his provocative expertise on:

- Managing Business Risk (Death by Mobile Gadgets & the Cloud)
- **Social Media Privacy** (Thieves, Hackers and Facebook Attackers)
- **Corporate Espionage** (Secrecy in the Surveillance Economy)
- Information Warfare (Cyber-crime Countermeasures)
- Identity Fraud (Think Like a Spy, Fight Like a Black Belt)
- **Persuasion Techniques** (How to Get Others to Do What You Want)

## **About John Sileo**

From the Pentagon to the Boardroom, on the main stage and in the classroom, John shares well-earned lessons of risk exposure to help organizations protect their profits and privacy.

John Sileo's identity was stolen by a business insider and used to embezzle \$300,000 from his clients. The exposure destroyed John's company and consumed two precious years of his life as he fought to stay out of jail. Combining his real-world experiences with years of study, John became an award-winning author and leading speaker on managing risk in an economy plagued by information overexposure.

John leverages his story of loss and the emotional connections it creates to evoke the skills of instinct, inquiry, and initiative that empower his clients to take control of their sensitive information before it's too late. John is CEO of The Sileo Group, which advises teams on how to balance risk, defend privacy and multiply profits by building a culture of deep trust.

He graduated from Harvard University with honors and spends his free time with his amazing wife and two highly-spirited daughters.

**Protect Your Profits, Privacy & Reputation: Contact Sileo Now!** 





