

EXPOSED!

Your Profits, Privacy & Reputation are at Risk

IDENTITY THEFT

ONLINE PRIVACY

SOCIAL MEDIA FRAUD

DATA BREACH

COMPETITIVE ESPIONAGE

MOBILE SECURITY

SOCIAL ENGINEERING

CYBER CRIME

SOCIAL SECURITY NUMBER • PHISHING • MEDICAL ID THEFT • CRIMINAL ID THEFT • FINANCIAL FRAUD • ACCOUNT HIJACKING • PIN NUMBERS • LACK OF FOLLOW-THROUGH • FACEBOOK SKIMMING • CELL PHONE TAPPING • COOKIES • SOCIAL PROOF MANIPULATION • DATA MINING • DEBIT DRAINING • ELECTRONIC PICKPOCKETING • SOCIAL SCAMMING • FRIENDS IN DISTRESS • COMPLIANCE • NIGERIAN SCAMS • CARDING • SYNTHETIC ID THEFT • CREDIT FREEZE • OPTING OUT • DATA BROKERS • UNEDUCATED WORKFORCE • VIDEO SURVEILLANCE • RED FLAG • DUMPSTER DIVING • ATM SKIMMING • CREDIT CARD FRAUD • SMISHING • PHARMING • MAIL POACHING • CREDIT FREEZE • OPTING OUT • WEB SURVEILLANCE • GOVERNMENT SNOOPING • BROWSER TRACKING • JOB SCAMMING • FRIENDS IN DISTRESS • COMPLIANCE • SOCIAL INFLUENCE THEORY • CONFIDENCE HARVESTING • INSIDE JOB • PRETEXTING • TRUST MANIPULATION • SHELL GAMES • FINANCIAL FRAUD • DECEPTION DETECTION • SOCIAL INFLUENCE THEORY • FIRE WALLS • MALWARE • VIRUSES • TROJANS • SPYWARE • WEAK TRAINING • INSIDER DECEPTION • RISK MITIGATION • SPEAR PHISHING • FINANCIAL FRAUD • DECEPTION DETECTION • SOCIAL INFLUENCE THEORY • CYBER-EXTORTION • ANTI-FRAUD TRAINING • VIRTUAL PRIVATE NETWORKS • ENCRYPTION • PASSWORD PROTECTION • LACK OF INITIATIVE • FIRESHEEP • VISHING • HACKERS • WAR DRIVING • SMARTPHONE EAVESDROPPING • SECURITY SUITES • USER-LEVEL ACCESS • ANTI-VIRUS • ANTI-SPYWARE • LAPTOP THEFT • TABLET THEFT • SUPER-COOKIES

“**JOHN SILEO is a certified RISK KILLER worth every penny.**” — Pfizer

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.



“**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.**”

— Partners (Serving Disney Cast Members)

“**Jaw Dropping!**”

— Homeland Security



“**OUR BEST SPEAKER EVER! Funny, relevant and actionable.**”

— Kikkoman



Satisfied Clients





“Highly inspiring, informative and FUN.” — FDIC

John’s Most Requested Topics

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 non-technical employees and executives alike.**

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 info-centric 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 business-model 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).**



Satisfied Clients





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)
- **Information Warfare** (Cyber-crime Countermeasures)
- **Social Media Privacy** (Thieves, Hackers and Facebook Attackers)
- **Identity Fraud** (Think Like a Spy, Fight Like a Black Belt)
- **Corporate Espionage** (Secrecy in the Surveillance Economy)
- **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!



303.777.3221

Sileo.com

