

Security & Risk Enterprise Leadership

NOMINATION PACKET

2024
AWARDS

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About The Award

Forrester is delighted to open nominations for its annual Forrester Security & Risk Enterprise Leadership Award. This is the only assessment dedicated to recognizing excellence in security, privacy, and risk strategy, integral to building a trusted and resilient business. The award is open to both private- and public-sector organizations.

We will assess and reward enterprises for their leadership in building trust with customers, employees, and partners through: 1) trusted customer offerings and experiences that are secure, private, and resilient by design; 2) trusted employee practices that safeguard the organization as well as enable success; and 3) trusted partner ecosystems that unlock innovation.

The winner and finalists will be announced prior to Forrester's Security & Risk Summit, being held December 9–11, 2024, in Baltimore, Maryland. The award winner will be featured on stage at the event.

Why participate?

You should participate if you can show how your organization's security, privacy, and risk strategy has resulted in wins for customers (consumers, citizens, patients, clients, etc.), employees, and the organization. The winning enterprise will be celebrated on stage at the Security & Risk Summit. Forrester will cover a one-night hotel stay and provide complimentary access to the event for up to two representatives from the winning company. The winner and finalists may also be featured in Forrester reports, videos, social media posts, and other channels.

You can view past winners here: [Forrester Security & Risk Award Winners](#).

Who should apply?

This award is open to companies and organizations with 1,000 employees or more that can demonstrate how they embrace the key concepts of the trust imperative as defined by Forrester. Organizations that apply should be willing to have one senior executive, preferably the seniormost individual in cybersecurity, product security, privacy, resiliency, or risk, participate in a discussion of their organization's trust strategy on stage at Forrester's Security & Risk Summit. Sponsors of the Forrester Security & Risk Summit as well as high tech and services provider firms that compete directly in the security, privacy, resiliency, or risk markets are not eligible for this award but are welcome to nominate their clients, with their client's written permission and agreement to the terms of the award. Nominators should gather all permissions and information prior to submitting the entry form. Entries cannot be withdrawn or amended after the deadline.

What Is The Trust Imperative?

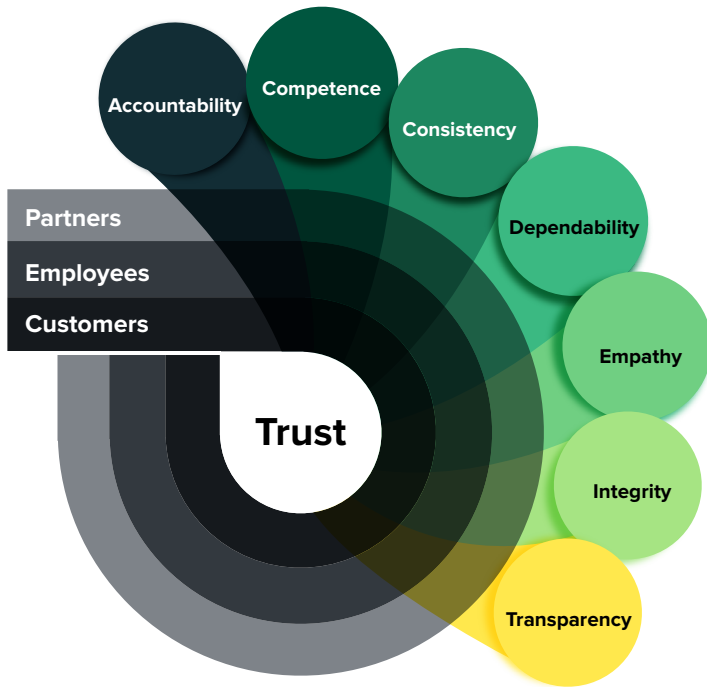
The 2020s will be defined by extraordinary social, political, and economic upheaval; systemic risks; and relentless technology disruption. Customers, employees, and partners are desperate for businesses and organizations to promise safe and secure relationships. Highly trusted organizations have greater growth potential. We know from our research that an individual's level of trust in a company drives revenue-generating behaviors such as the likelihood to: 1) purchase again; 2) prefer the company over competitors; 3) try unrelated products and services; and 4) share personal data. We also know that their employees are more likely to be productive and effective and that their partners are more likely to facilitate faster routes to market. In the public sector, we know that when organizations have higher levels of trust with citizens, individuals are more likely to support policies, seek expert advice, follow directives, and use more services offered to them.

Trust is critical, with Forrester identifying it as one of the core principles of high-performance IT. Forrester defines high-performance IT as the continuous pursuit of improving business results through technology — with guiding principles of strong alignment, deep trust, and rapid adaptability.

Organizations can build trust by:

- Designing and executing deliberate strategies using the seven levers of trust to build, strengthen, and maintain trust for each of three critical stakeholders: customers, employees, and partners.
- Reorienting the ultimate aims of security, privacy, and risk as key drivers of trust, instilling them throughout the organization, and influencing the broader organization to adopt them as their own.
- Using the seven levers of trust in the organization's security, privacy, and risk practices to guide strategy, decision-making, policies, and actions taken during crises such as breaches and outages, as well as during sudden market disruptions.

The Forrester Trust Imperative Model



Accountability	The confidence that an organization takes responsibility for what it does and says; provides satisfactory reasons for its words, decisions, and actions; and is ready to bear the potential consequences
Competence	The recognition of an organization for its expertise and the belief that such expertise enables it to do something successfully or efficiently
Consistency	The expectation that an organization will always behave or perform in a similar way, so that individuals can confidently rely on the expected behavior or performance in their own plans, actions, and assumptions
Dependability	The expectation that an organization will be available, reliable, and able to predict and meet individuals' needs and demands
Empathy	The perception that an organization is emotionally connected to its customers, employees, and partners and understands and shares their feelings and experiences
Integrity	The belief that an organization acts honestly and according to values that individuals can easily recognize and that those values permeate the organization's brand, decisions, and operations
Transparency	The perception that an organization is doing business in an open way and is making every effort to share information about the business that is based on accurate, verifiable facts

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Judging Methodology

Shortlisted nominees are selected based on the qualitative and quantitative depth of their nominations.

A judging panel of Forrester experts will shortlist organizations and then interview them, if necessary, to carefully select award recipients.

A proprietary, quantitative, and qualitative scoring methodology will be applied to all applications.

All responses will be treated as strictly confidential. If we wish to use anything from our conversation in published research, we will ask for your explicit permission.

The Forrester Security & Risk Enterprise Leadership Award

This award recognizes an organization that transforms the security-, privacy-, and risk-related functions from obstructionist cost and compliance centers to business functions that drive trusted relationships with customers, employees, and partners and that fuel the organization's long-term growth and success. In the long term, trusted enterprises generate more revenue and/or achieve specific outcomes because they have the trust capital to introduce new offerings, enter new markets, hire the best talent, innovate with emerging and disruptive technology, and work with preferred partners. The recipient of the Forrester Security & Risk Enterprise Leadership Award will go to an organization that demonstrates:

- The use of security-, privacy-, and risk-related practices and technologies to promote customer and employee experiences that are secure, private, and resilient by design.
- Processes to proactively assess and mitigate the risks of emerging technologies in customer or employee experience or in business operations so that the organization can deploy them with confidence and reduced risk.
- Deep commitment to the guiding principles of high-performance IT and deep collaboration across the organization — especially among marketing, customer experience, and digital teams — to ensure that security, privacy, and risk considerations are embedded across the organization, not as afterthoughts.
- The ability to show how security, privacy, and risk practices can provide quantifiably better outcomes for customers, employees, and the organization as a result.

Your application will be judged against the actions that your organization has taken to build trust and the results that it has achieved. No enterprise is immune to breaches, privacy missteps, or outages, but enterprises that demonstrate leadership during these crises put the needs of their stakeholders first. They use the levers of trust (e.g., accountability, transparency, empathy, etc.) to guide their actions. We encourage enterprises that have faced crises in the past and that have implemented the learnings from those events to improve their organizations to apply. We also encourage public sector agencies and organizations to apply.

Application Guidelines

Please include the following information in your application:

- A completed entry form for the Forrester Security & Risk Enterprise Leadership Award
- Any other documents that further support your application (optional)

Complete the entry form on or before October 4, 2024.

Award winners and finalists will be announced prior to Forrester's Security & Risk Summit in December 2024.

[CLICK HERE TO COMPLETE ENTRY](#)

(See pages 9–11 to preview questions.)

IMPORTANT

- No entries received after the closing date will be accepted.
- All entries and supporting material will be kept strictly confidential among our panel of judges and shall be securely destroyed upon request. We might request an interview with one or more senior executives to gather more information for award-judging purposes only.

Questionnaire Preview:

All questions have a 300-word limit. “Customer” can refer to a consumer, client, citizen, patient, etc.

ACTIVITIES THAT ELEVATE TRUST ACROSS THE ORGANIZATION AND FOSTER A CULTURE THAT EMBEDS THE PRINCIPLES OF SECURITY, PRIVACY, AND RISK MANAGEMENT THROUGHOUT THE ORGANIZATION

1. Overall, how does this enterprise exemplify a commitment to the trust imperative?
2. In what specific ways do leaders throughout the enterprise behave and make decisions that promote and institutionalize security, privacy, risk management, and overall trust? How does the organization institutionalize these leadership behaviors to ensure that they happen consistently? How does leadership identify and break down silos, manage detractors, and build support with various business and IT stakeholders to advance the aims of security, privacy, and risk management?
3. In what specific ways does the enterprise facilitate information sharing, content, and discussion around security, privacy, risk, and trust at the senior leadership level (e.g., board/executive leadership team) as well as at the business-unit leadership level? What is the cadence of information sharing, what information is shared, and how are decisions made?
4. What steps has leadership taken in the last 12 months to advance privacy culture in the organization beyond compliance? How do you measure progress? How well do security and privacy leadership jointly align and support both security and privacy priorities?

ACTIVITIES THAT ENSURE THAT CUSTOMER AND EMPLOYEE EXPERIENCES ARE SECURE, PRIVATE, AND RESILIENT BY DESIGN

5. In what specific ways does the enterprise embed security in the product development process and pipeline? How does the enterprise support a DevSecOps culture, where products are secured and private but not slowed down and innovation is not stymied? In what specific ways does the enterprise protect products and customers in production?
6. How does the enterprise support/enhance customer and employee experience with identity and access management? How does the enterprise support/enhance employee experience with workforce-facing identity and access management?
7. In what ways does the organization prepare for and simulate breach and attack scenarios affecting customers, employees, and partners? How have those exercises informed or changed the way that the organization thinks about maintaining trust in a crisis?

8. If the organization suffered a breach in the last 24 months, how did your response represent customer obsession and empathy/care for employees and partners? What lessons did you take from this crisis, and what changes did you make that changed how you think about and deliver on the levers of trust?
9. How does the enterprise's talent management program (hiring, training, and retention of staff) in the areas of security, privacy, and risk contribute to 1) the development and maintenance of customer and employee experiences that are secure, private, and resilient by design and 2) the overall resilience of the organization?

INNOVATING WITH CONFIDENCE BY PROACTIVELY ASSESSING AND MITIGATING RISK

10. What steps does the enterprise take to apply security, privacy, and risk principles and best practices to the third-party ecosystem (vendors, suppliers, service providers, partners, etc.)?
11. How do security, privacy, and risk teams work with business executives to set thresholds or triggers indicating an emerging risk that warrants greater attention? What role do these functions play in the governance of emerging risks? In what specific ways does the enterprise assess the risks of emerging technology for concerns related to security, risk, privacy, and trust?
12. How does the organization define and articulate the overall tolerance for risk-taking (risk appetite), and how does that translate to a taxonomy for a common definition of risk across the organization? How does leadership prioritize and operationalize the remediation of privacy risks?

COMMUNICATING AND DEMONSTRATING THE VALUE OF SECURITY, PRIVACY, AND RISK MANAGEMENT

13. How do security, privacy, and risk leaders contribute to generating revenue or achieving the goals of the organization? What types of customer-facing activity do these teams perform? In what ways do the security, privacy, and risk leaders demonstrate and articulate the value of these functions and overall trust to the business?
14. List three examples that demonstrate how leadership positions its employees' and customers' privacy as a source of competitive advantage for the organization.

- 15.** What quantifiable outcomes have resulted from the enterprise's commitment to building trust through security, privacy, and risk management? Place particular emphasis on growth of revenue, profitability, value for customer, customer loyalty, employee engagement, and other key performance metrics. For public sector organizations, please describe quantifiable outcomes such as achieving specific mission outcomes, improving citizen and employee engagement, improving trust in government services, etc.
- 16.** Is the enterprise willing to send three senior executives to discuss its commitment to the trust imperative on stage at this year's Security & Risk Summit? (Forrester will cover a one-night hotel stay and provide complimentary access to the event for up to two representatives from the winning company.) If you are nominating an enterprise that you do not work for, please attach written permission for this nomination from a senior leader in the enterprise. Please ensure that the permission includes willingness of three senior executives to discuss the enterprise's commitment to the trust imperative on stage at Security & Risk Summit 2024.

About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We help leaders across technology, customer experience, digital, marketing, sales, and product functions use customer obsession to accelerate growth. Through Forrester's proprietary research, consulting, and events, leaders from around the globe are empowered to be bold at work — to navigate change and put their customers at the center of their leadership, strategy, and operations. Our unique insights are grounded in annual surveys of more than 700,000 consumers, business leaders, and technology leaders worldwide; rigorous and objective research methodologies, including Forrester Wave™ evaluations; more than 100 million real-time feedback votes; and the shared wisdom of our clients. To learn more, visit [Forrester.com](https://forrester.com).

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Security & Risk Summit

December 9–11, 2024
Baltimore & Digital

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