

**GSX PROPOSAL  
HELP \$FREE**

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Thank you for attending today's ASIS GSX Call for Presentations Q&A Session. Here are some additional resources that were shared during our meeting.



# Sample Proposal Abstract Rewrites

Here are 3 sample abstracts. Look to see which version has actionable take aways for the attendee. By starting with action verbs, you can save words and space. Leave off the “Attendees will have” and those types of phrasing. Start with a well written proposal. State clear take-aways in your proposal. And PROOFREAD. It may seem obvious, but we see many typos in proposals. Typos and grammatical errors may cost you in the review process.

# ORIGINAL VS REVISED PROPOSAL

## **The Changing Faces of Retail Asset Protection: From Cops and Robbers to Cyber Crime**

The Retail Asset Protection council recognizes the disparity of young and developing practitioners versus more seasoned members, oft referred to as “old timers” of the industry. Learn the growth mindset that asset protection practitioners must have in today's world of threats that is needed to succeed. We'll hear from members of the council who are young professionals who's counter point approach to our more tenured members mindset on investigations, loss prevention, and physical security. Today's threats have morphed to active attacker, brand protection, omni channel fraud and more. We'll look at each approach to these problems that keep security directors up at night. Attend this discussion ready to share your views or ask questions.

## **The Changing Faces of Retail Asset Protection Roundtable Discussion**

Hear security practitioners from the Retail Asset sector discuss the changing and developing threats facing the industry. Retail threats have morphed to active attacker, brand protection, omni channel fraud, and more. Young professionals and more seasoned security practitioners will engage in a point counterpoint session to discuss differences, changes, and evolving threats as well as investigations, loss prevention, and physical security. Attend this discussion ready to share your views or ask questions.

# ORIGINAL VS REVISED PROPOSAL

## **Using an ESRM Approach to Finding Security Program Efficiencies**

As a security program leader, you have probably had a request at some point in your career to find savings for your organization by reducing your security spend. The ESRM philosophy is clear that the risks imposed by arbitrary budget cuts belong to the business leaders who own the organization's assets. But when you are directed to save money, how can you, as a security leader, help your organization identify options for savings while not increasing the organization's security risk exposure? Attendees will have access to an assessment worksheet and instructions for finding the most common cost-savings and efficiencies for managing risk while staying in budget or reducing security spend.

## **Expose Security Program Efficiencies Using an ESRM Approach**

You have been tasked to find savings for your organization by reducing your security spend. Arbitrary budget cuts put you at risk. Learn how to help your organization identify options for savings while not increasing the organization's security risk exposure. Attendees will participate in an exercise and use an assessment worksheet and instructions for finding the most common cost-savings and efficiencies for managing risk while staying in budget or reducing security spend.

# ORIGINAL VS REVISED PROPOSAL

## **Helping Security Build a Business Case for Executives**

Many security organizations are now embracing the ESRM approach to managing their programs, but are vendors following suit? How should security vendors support the understanding that security buying decisions are made by the business, and how can security departments tell the security story in a way that is effective for presenting risk mitigation proposals to decision-makers and budget holders? In this session, you will learn about presenting business cases for security programs to show that programs are designed to manage security risk and are in line with the mission and objectives of the business leaders of the organization.

## **How XYZ Bank Built a Security Business Case for Executives**

Learn how a leading financial institution used the ESRM approach to internally manage their programs and get their vendors on board to using ESRM as well.

Hear how XYZ Bank worked with one of their security partner to .....

Discover how they worked together to.....

Understand....

Examine how XYZ Bank presented a business case for security programs that demonstrated how the security function was designed to manage security risk and how they were in line with the mission and objectives of the organization.



# Bloom's Taxonomy

Use action verbs in your description. Check out Bloom's Taxonomy for some ideas.  
Some of our favorite terms are:

Receive, Analyze, Identify, Discover and Examine

Higher Order  
Thinking Skills

## Evaluation

Make and defend judgments based on internal evidence or external criteria.

appraise  
argue assess attach  
choose compare conclude  
contrast defend describe discriminate  
estimate evaluate explain judge justify interpret  
relate predict rate select summarize support value

## Synthesis

Compile component ideas into a new whole or propose alternative solutions.

arrange assemble categorize collect combine comply  
compose construct create design develop devise explain  
formulate generate plan prepare rearrange reconstruct relate  
reorganize revise rewrite set up summarize synthesize tell write

## Analysis

Break down objects or ideas into simpler parts and find evidence to support generalizations.

analyze appraise breakdown calculate categorize compare  
contrast criticize diagram differentiate discriminate distinguish  
examine experiment identify illustrate infer model outline  
point out question relate select separate subdivide test

## Application

Apply knowledge to actual situations.

apply change choose compute demonstrate discover  
dramatize employ illustrate interpret manipulate  
modify operate practice predict prepare produce  
relate schedule show sketch solve use write

## Comprehension

Demonstrate an understanding of the facts.

classify convert defend describe discuss  
distinguish estimate explain express  
extend generalized give example(s)  
identify indicate infer locate paraphrase  
predict recognize rewrite review select  
summarize translate

## Knowledge

Remember previously learned information.

arrange define describe duplicate  
identify label list match memorize  
name order outline recognize  
relate recall repeat reproduce  
select state

