

Beyond Phishing

How to supercharge your security awareness program

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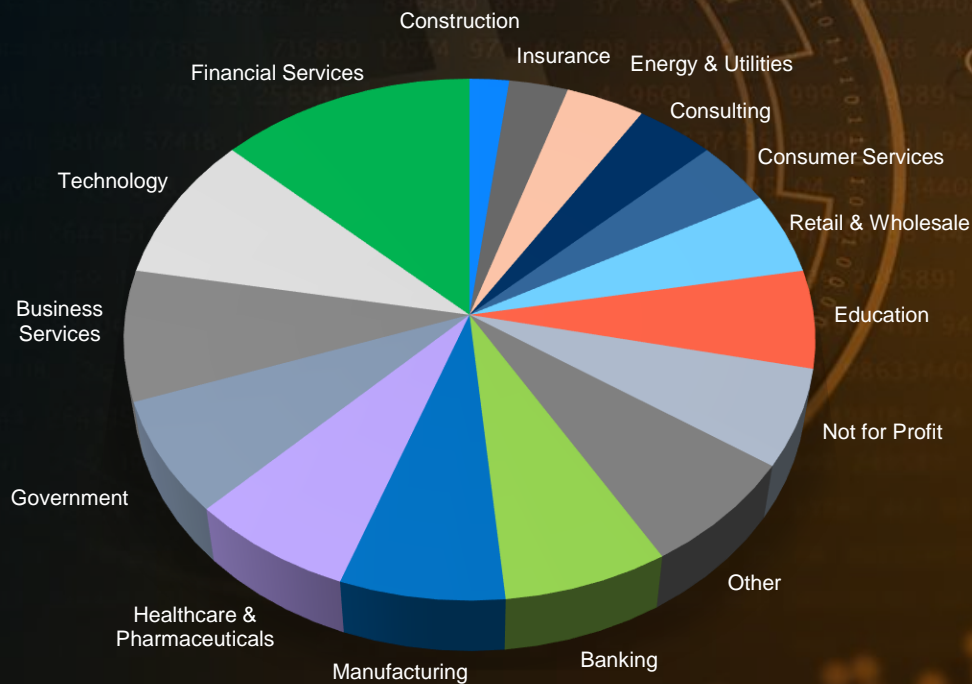
- 20+ years in information / IT / cyber security
- Security Operations
- Consultant
- Industry Analyst
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Certified Information
Systems Security Professional

Over
60,000
Customers



About Us

- The world's largest integrated Security Awareness Training and Simulated Phishing platform
- We help tens of thousands of organizations manage the ongoing problem of social engineering
- CEO & employees are industry veterans in IT Security
- Global Sales, Courseware Development, Customer Success, and Technical Support teams worldwide
- Offices in the USA, UK, Netherlands, India, Germany, South Africa, United Arab Emirates, Singapore, Japan, Australia, and Brazil



A high-angle photograph of a person's legs and feet standing on a silver step ladder on a grey asphalt surface. The person is wearing dark trousers and black sneakers with white laces. A long, dark shadow is cast on the asphalt, extending from the person and the ladder towards the left. The shadow of the ladder is particularly prominent, showing the rungs and side rails.

What got you here won't get you there

Always start with a thought-provoking quote



How is the Security
Department Perceived?

First impressions count



Provide the right information



CONTEXT IS KING

WE DON'T SEE OBJECTIVELY

13

13

sketchplanations

CONTEXT IS KING

WE DON'T SEE OBJECTIVELY

A 13 C

13

sketchplanations

CONTEXT IS KING

WE DON'T SEE OBJECTIVELY

A	13	C
12	13	14

sketchplanations

$$10 \times 1 \neq 1 \times 10$$



A flower is a weed with a
marketing budget

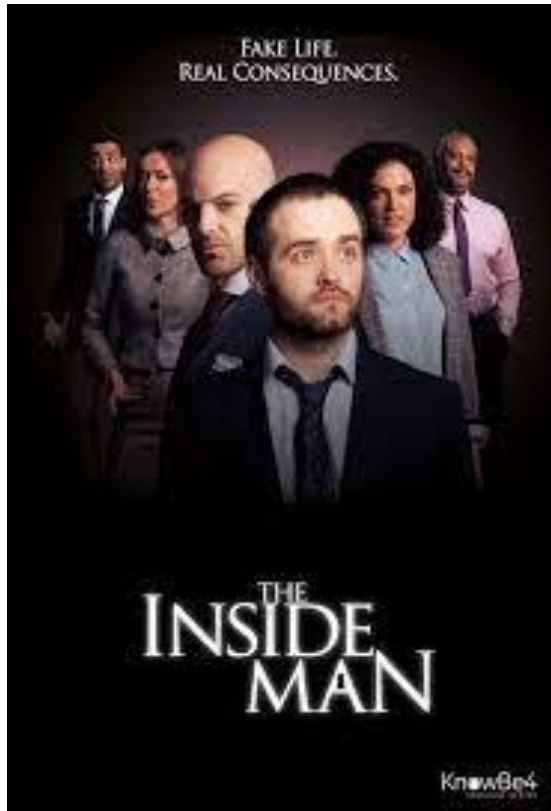
A person wearing a white martial arts gi with a black belt, standing in a determined stance with their fists clenched. The image is overlaid with a semi-transparent grey filter.

More training!



**Think like a marketer,
Not like a trainer**

The art and craft of storytelling



Perceptions matter





Betty Crocker cake mix



NEW! Betty Crocker
Honey Spice Cake Mix



**YOU ADD THE EGGS
FOR THAT SPECIAL
HOMEMADE GOODNESS**

High, Moist Cakes

No other cake mix you can buy can give you higher, moister cakes. And no wonder!

1. Betty Crocker Cake Mixes contain Softasil, the premium quality cake flour.

2. You get a fresh egg cake, because you add the eggs.

3. There's a full pound and a quarter of cake mix in the package—more than any other nationally sold cake mix.

NEW!

Smoother batter—Easier beating!

All Betty Crocker Cake Mixes are improved! You have easier directions than ever to follow—to give you a smoother batter with easier beating than ever before! Look for them in their new packages at your grocer's, now!

There are two kinds of cake mixes. This is the only nationally sold cake mix that lets you add the eggs—the only one that gives you that special homemade goodness.



**Betty Crocker
CAKE MIXES**





Culture

Behaviour

What I know

What I learn helps me to understand security. How I apply that knowledge affects security. I need to know why it matters for me to improve my behavior.

What I see

Do I see colleagues making an effort to be secure, or are my colleagues ignoring security measures because they "get in the way of business"? How I behave is influenced by what I see around me.

What I hear

What I hear and what I see are not always the same thing. Sometimes people do what they are told to by policy, and sometimes they make their own rules. Culture is shaped by our adherence.

What I say

How security and risk are being communicated in the workplace is a driver for secure behavior. Are we talking about security? Is what I say positive or negative?

What I feel

Emotions are a strong influence on our security behaviour. If employees feel like security is a nuisance, they are less likely to behave securely. Likewise, if they feel security is important, they are more likely to behave in a secure manner.

Responsibilities

Cognition

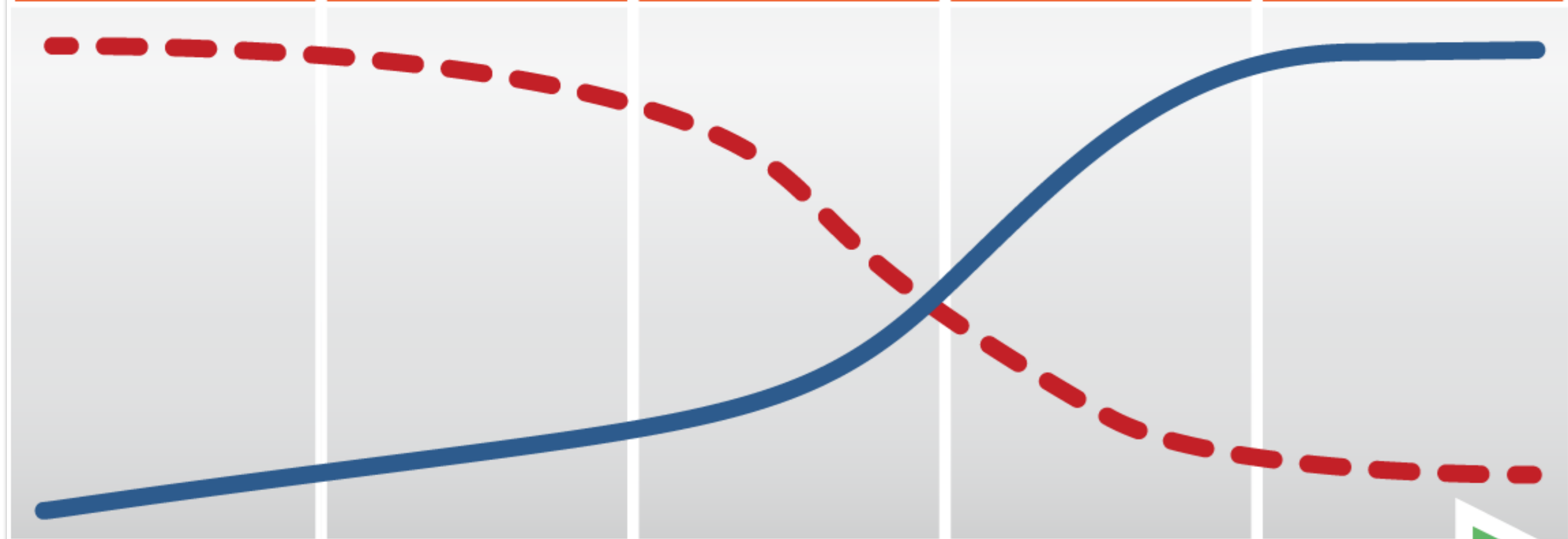
Norms

Compliance


Communication

Attitudes

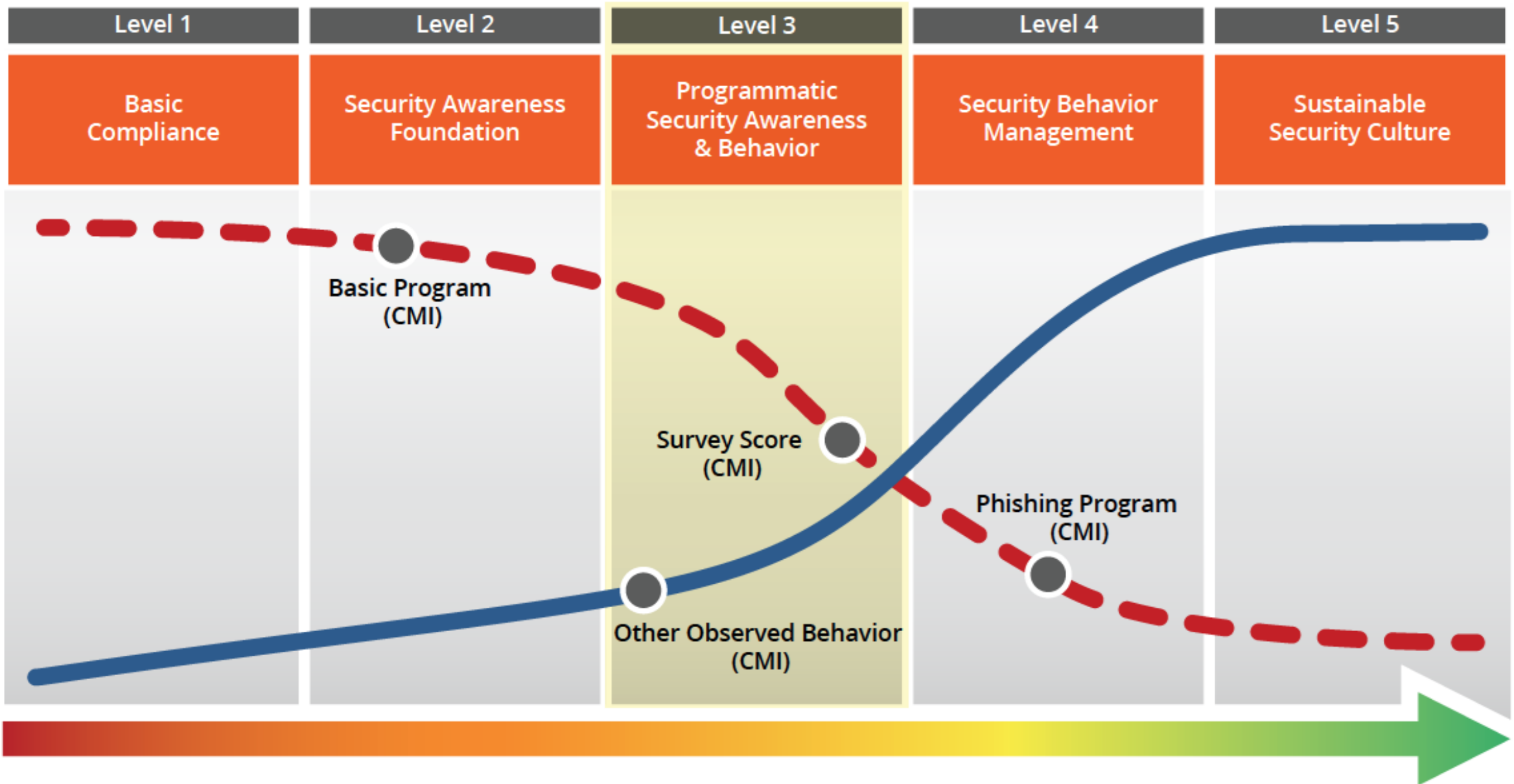
Level 1	Level 2	Level 3	Level 4	Level 5
Basic Compliance	Security Awareness Foundation	Programmatic Security Awareness & Behavior	Security Behavior Management	Sustainable Security Culture





 The dashed red line represents breach likelihood and relative cost remediation

 The solid blue line represents awareness/culture maturity gains at each stage of the model

Current Maturity Given Available Data = Level 3



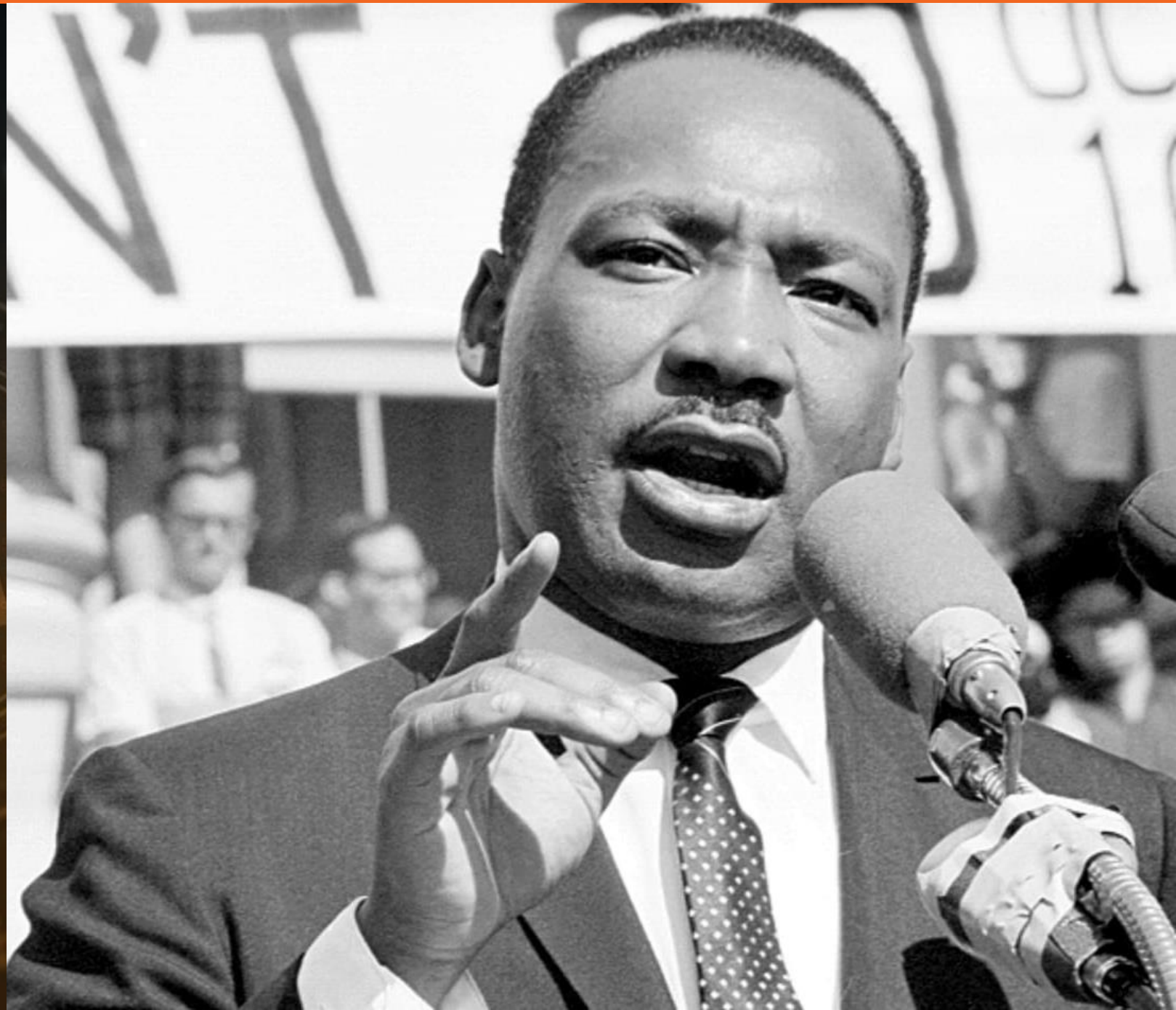
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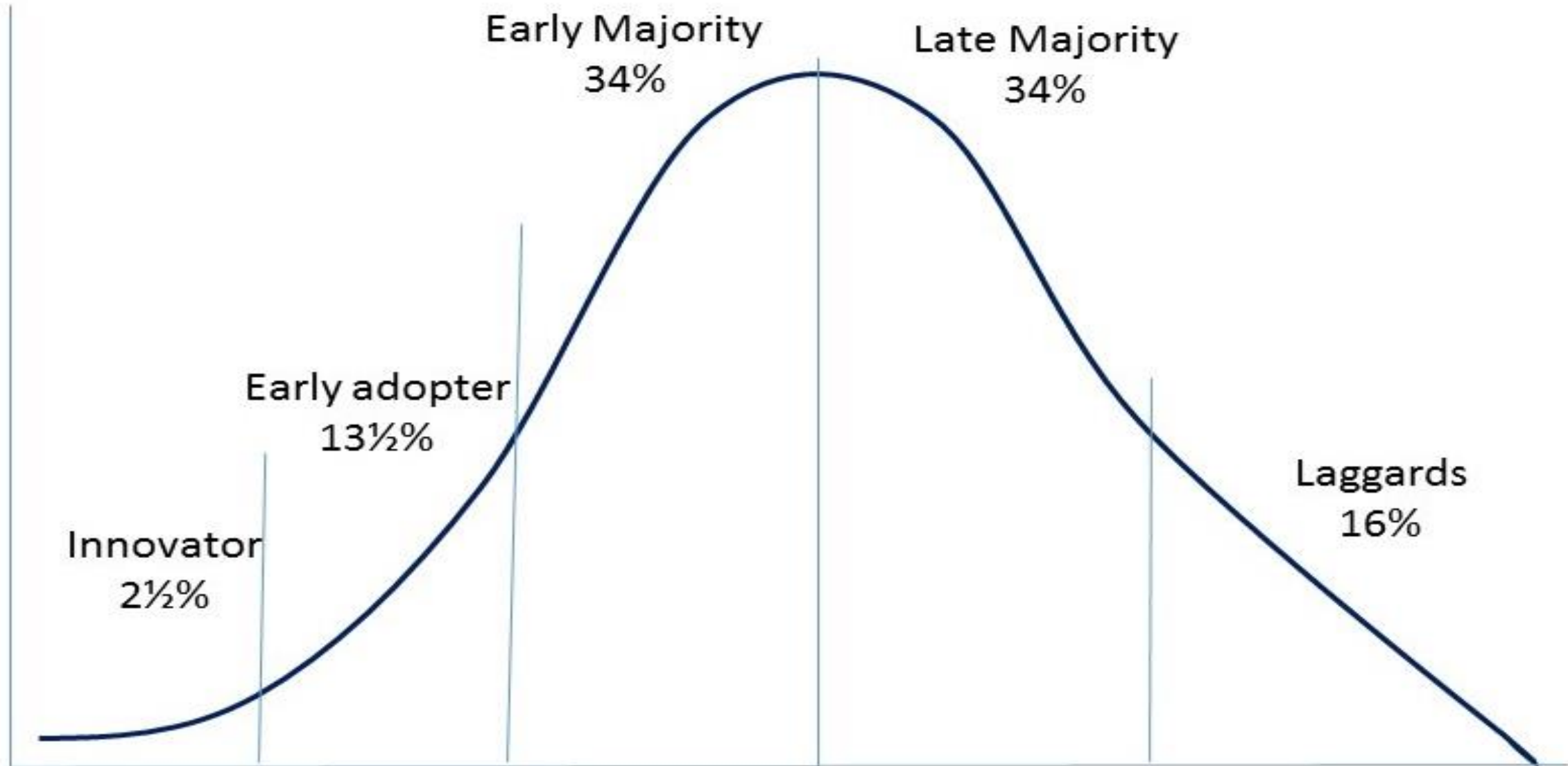
You're doing Security Culture Wrong



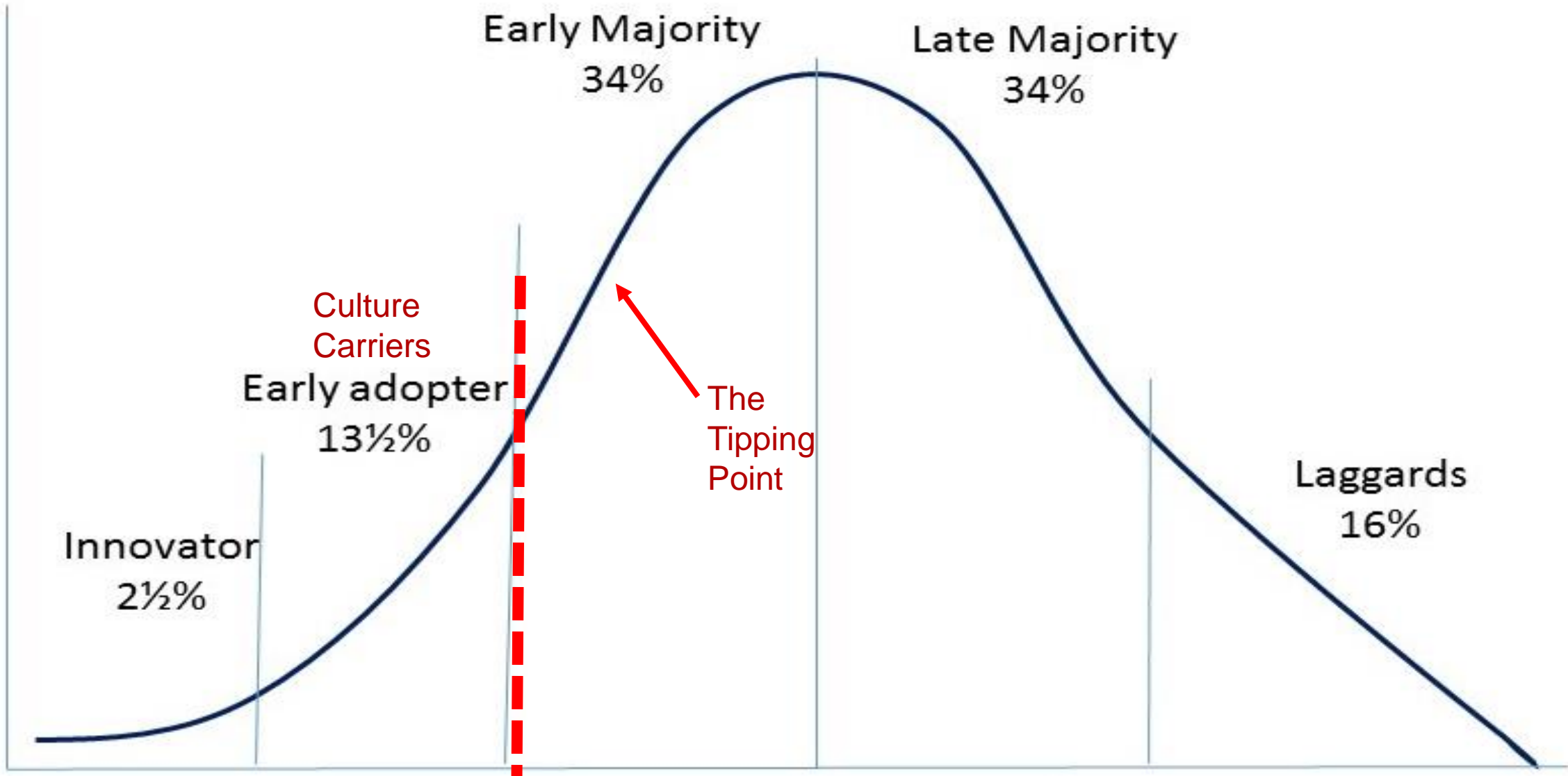
**I have a 7-point
strategy**



Law of diffusion of innovation



Law of diffusion of innovation



Create Leverage



Intensity vs Consistency



Share stories from the top

A group of young women are inside a car, appearing to be at a party. They are smiling and some have their hands raised in the air. The car's interior, including the dashboard and windows, is visible. The overall scene is bright and festive.

Designated Driver

The background of the slide features three milkshakes in clear plastic cups with lids and straws. Each milkshake is topped with a generous amount of whipped cream and various garnishes, including what appears to be chocolate sauce, nuts, and possibly fruit. The image is slightly blurred and has a soft, warm lighting. The text 'Complimentary Dessert' is overlaid in a large, bold, orange font across the center of the image.

Complimentary Dessert

Two glasses of water are shown side-by-side. The glass on the left contains still water, while the glass on the right contains carbonated water with many bubbles. The text 'Choice Architecture' is overlaid in the center in a bold orange font.

Choice Architecture

Actions

- **Understand how your security department is perceived**
- **Balance out training and awareness material**
- **Match strategy and culture**
- **Focus on a few critical shifts in behaviour**
- **Measure and monitor cultural evolution**



Thank You

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KnowBe4
Human error. Conquered.