



Building your Human Firewall:

Innovation in cyber security education and awareness

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Houston we have a problem

Internal Breaches Deemed

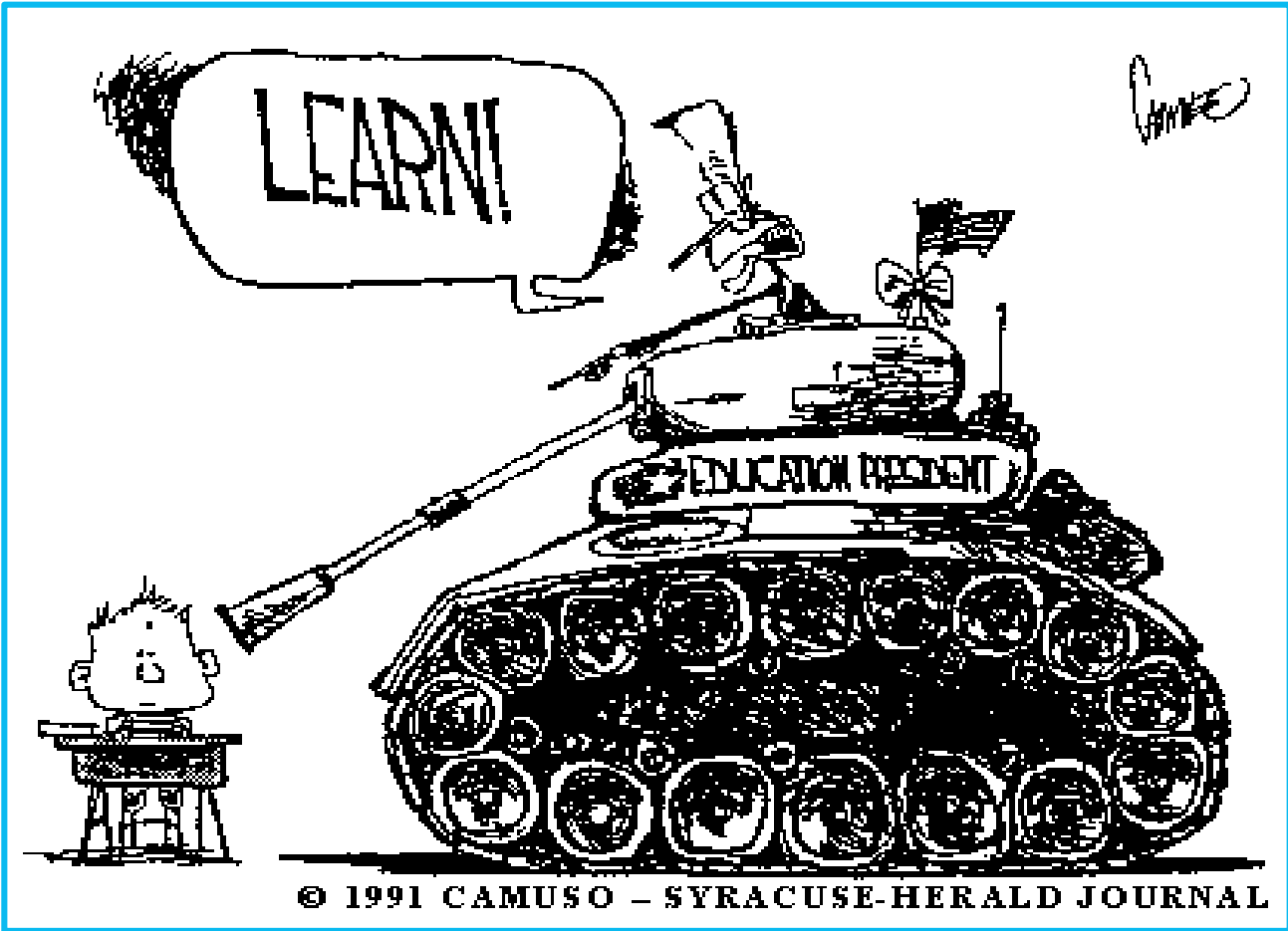
77% by employees

11% by external actors only



Verizon 2016 DBIR Report

Current Strategies don't work



No stupid users only stupid security professionals



Turn that frown upside down!!



Human Firewall

2 Years of Learning in 5 Bullets

- Making training and awareness more effective;
 - **Desirable:** Adults learn because they want to not because they have to. Make sure they can answer the question – What’s in it for me?
 - **One focus:** Provide information, in small bites, at the learners pace. Reinforce lessons, focussing on a single concept. Avoid the scatter gun.
 - **Variety:** Vary the message and the method - we all learn things differently. Appeal to all senses.
 - **Engaging:** Involve the learner, make them think, provide immediate feedback. Make it active, people remember better when they do something. Create a lean forward experience
 - **Compelling:** Think drama. Make it interesting / exciting – tell a story – think oral histories and ghost stories. Employ a bit of whimsy.

A few of my favourite things

	D Desirable - WIIFM	O One Focus	V Vary Method	E Engaging – Active	C Compelling – Drama
Case study	Learning from others mistakes	Threat awareness	Story telling	Questions requiring show of hands	Ghost story
Anonymous	Not a ppt	Practice response	Video + Exercise	Crisis exercise	Dramatic music and images
Phishing contest	Prize – Security blanket	Identify phishing attempts	Contest	Continuously for one month	Play on words
Story writing contest	Prize – Stories published on intranet	Articulate impact of data breach / loss	Contest & the stories themselves	Capitalises on corporate culture	Chance to be a writer
Security magazine	Branded	Articulate impact of data breach / loss	Written	Our stories	Looks sexy / professional
PIR – Prepare, Impact, Response	Business resilience	Practice response & explore scenarios	Game	Test team knowledge	Compete against colleagues
Posters	Visually appealing	Inform – Contests, Stats, Did you know. . .	Pictures, Infographics	In kitchens and coffee areas	Bright eye catching design
News Bulletins	Topical advice & guidance	Inform about current events	eMail	Delivered to the desktop	Topical subjects
Webinars	Short & snappy how to talks	Mobile security	Webinar	Interactive – questions	Catchy titles – “Dude, where’s my droid?”
Security Hub – Intranet	Reference	Dictionary / syllabus / encyclopaedia	Written	User needs driven	Security one stop shop
New joiner welcome pack	Answers common day 1 questions	Basics	Leaflets / 1 pagers	Brief check lists & sign up for emergency alerts	Personal safety
Exec security briefings	Ask the experts questions	Basics +	Webinar	Brief overview plus question time	Opportunity to address personal concerns
Mis-Fortune Cookies	Tasty	Basics	Conversation starter	Discussion with colleagues	Fun & tasty
Teachable Moments	Personal	Various – Interest	eMail	Known, respected author	Gossip

Questions / Observations

