7 Secrets of Security Awareness

Secret No. 1
Security Is Everywhere

Secret No. 2
Awareness Is Not Training

Goals

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>At decision-making level: convince that risk reduction is achievable</td>
<td>Focused on providing knowledge, skills, and abilities specific to a person’s IT system roles and responsibilities</td>
</tr>
<tr>
<td>At end user level: - understand risk and basic measures to reduce it</td>
<td>- create a public demand for risk reduction</td>
</tr>
</tbody>
</table>

Audience

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad - anyone who interacts with a Federal-interest computer system (all end users, managers, and contractors)</td>
<td>Those whose role in the organization indicates a need for special knowledge of IT security</td>
</tr>
<tr>
<td>Diverse experience and backgrounds</td>
<td>More homogenous</td>
</tr>
</tbody>
</table>

Awareness sets the stage for Training

Awareness is the “what” Training is the “how”
Secret No. 3

To Improve Awareness
Know Your Audience

What radio station do they listen to most?

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Secret No. 4

Awareness Must Not Be Boring!

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What if Abraham Lincoln had used PowerPoint?

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5 Ways to Make Awareness More Interesting

1. Use analogies
2. Use recent / significant real-world examples
   (more show, less tell - e.g.,
   don’t just say.....)

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- Explain the importance of verifying attachments with the sender
- Show how to disable the preview pane in e-mail software
- Use SBWA and ask individuals “How would you restore this file?”

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What would you do?
I've just walked into your senior staff meeting and held up a 2 GB thumb drive. On it, I claim to have your CEO's entire mailbox - every single message. If you don't pay me two million dollars, I'll release the entire unedited mailbox to the media.

I've taken the precaution of mailing a copy of this device to someone who will send it to the media in my absence, so don't try to stop me from leaving. In short, I'm in the process of perpetrating a disaster on your organization, and it's technology-related at that.

Mike Talon, IT Consultant
From the TechRepublic Article “Take a look at non-standard disasters”

5 Ways to Make Awareness More Interesting

4. Make it interactive
A study has found that the SQL Slammer worm infected more than 90 percent of vulnerable computers within 10 minutes of hitting the Internet Super Bowl weekend, making it the fastest computer worm in history.

Fact or Fiction?

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5 Ways to Make Awareness More Interesting

5. Make it memorable

What would happen if someone changed your data?

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Humor can make a concept more memorable.

There's always free cheese in a mousetrap. Be careful when you download programs and open attachments.

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Secret No. 5

Awareness Is “Social Marketing”

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Is Ignorance Really the Problem?
Do we want people to know more things?
Or ...
Do we want them to change what they do?
e.g., Landfill Crisis

Whether the landfills are full or not
is not nearly such a MOBILIZING idea
as whether OUR ENVIRONMENT is threatened

- Les Robinson, presentation 1998

The Goal of Social Marketing
To get audiences to alter old ideas,
understand and accept new ideas,
and value their new awareness
enough to change attitudes and
take positive action.

- Ray Olderman, "Social Marketing: The Bottom Line Is Behavior Change"

Adapt commercial techniques used to get
people to buy a product - the techniques of
attraction & persuasion.

Use these
to get your
audience's
attention and "sell"
them awareness
instead of running
shoes.

- Ray Olderman, "Social Marketing: The Bottom Line Is Behavior Change"

Thank You!
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More information:
Chapter 29
Computer Security Handbook,
4th Edition

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