Security Training & Awareness in a Multigenerational Workforce

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SHAYLA TREADWELL

Personal Profile
- Information Security Professional
- Organizational Psychologist

Education
- Undergraduate Degrees in Business Administration - Marketing & Management
- M.A. – Organizational Leadership – Training & Development
- Ph.D. (ABD) – Business Psychology – Organizational Leadership
- GSLC, Six Sigma Green Belt

Work Experiences & Achievements
- Strategic Marketing Consultant - Digital
- Organizational Development Consultant
- Information Security Governance Strategist
- Information Security Training & Awareness Guru

Hobbies
- Painting
- Action Movies
- Musical Experiences
- Adventurcations
Despite the existence of industry ‘best practices’, security standards, and increasing investments in infrastructure, the rate of incidents that occur have escalated significantly over time. The evolving threat landscape today exposes our digital infrastructures to a range of security risks. These risks lead to:

• Loss of money or revenue
• Reputational damage
• Breach of contracts

Without a proper strategy, security training and awareness planning efforts and controls can potentially fail.
VUCA

Complexity
Situations that have many interconnected parts and variables.

Volatility
The challenge is unexpected or unstable and may be of unknown duration, but it’s not necessarily hard to understand.

Ambiguity
No precedents exist; you face “unknown unknowns.”

Uncertainty
Despite a lack of other information, the event’s basic cause and effect are known.

How well can you predict the results of your actions?

How much do you know about the situation?
THE FUTURE – SIX DRIVERS OF CHANGE

- Extreme Longevity
- Rise of Smart Machines and Systems
- Computational World
- New Media Ecology
- Superstructured Organizations
- Globally Connected World
SKILLS FOR THE NEW WORKFORCE

SENSE MAKING

SOCIAL INTELLIGENCE

NOVEL & ADAPTIVE THINKING

CROSS-CULTURAL COMPETENCY

COMPUTATIONAL THINKING

NEW-MEDIA LITERACY

TRANSDISCIPLINARITY

DESIGN MINDSET

COGNITIVE LOAD MANAGEMENT

VIRTUAL COLLABORATION

DRIVERS – disruptive shifts that will reshape the workforce landscape

New Media Ecology  Superstructured Organizations  Extreme Longevity  Rise of the Smart Machine  Computational World  Globally Connected World

FUTURE WORK SKILLS 2020 – INSTITUTE FOR THE FUTURE
Colossus, the first programmable digital machine was created.
British developed first digital machine to hack German codes.

1940's
- Colossus, the first programmable digital machine was created.
- British developed first digital machine to hack German codes.

1960's
- Intel released the first integrated microprocessor.
- Bob Thomas created the "Creeper" as an experimental self-duplicating program in 1971.

1970's
- ARPANET became the Internet.
- The Pentagon's first "information warfare" exercise, known as 'Eligible Receiver', found that industrial and information systems throughout the US are vulnerable to cyberattacks.

1980's
- Scientist conclude that the cyber-universe is complex and well beyond anyone's understanding.
- Some of the largest hacks in history (Target, Marriott, Yahoo).

1990's
- National security officials in the US launched one of the world's first cyber attacks on another country.
- First "worm" attack occurred on the internet in 1989.

2000's
- The amount of digital information surpass the amount of all information created in human history.
- Cyberspace accelerated its expansion with the number of devices over 12.5 billion due to IoT.

2010's
- J.C.R. Licklider wrote series of memos on idea for “Galactic Network” where people could access data from anywhere.
- ARPANET's first message sent at 10:30pm, Oct. 29, 1969.

HISTORY OF CYBERSECURITY
SURVEY OF THE GENERATIONS – SILENT GENERATION

AGE: 80’s

VIEWS ON CYBERSECURITY:
“I don’t know, but you do know you is trying to steal everything. That’s why I don’t do that internet stuff.”
SURVEY OF THE GENERATIONS – BOOMER GENERATION

MOM

AGE: 60’s

VIEWS ON CYBERSECURITY:
“I know about the cloud... I know how to put stuff up there.”
AGE: 40’s

VIEWS ON CYBERSECURITY:
“I always lock down everything, but my computer has been acting up... can you come by to look at it?”
SURVEY OF THE GENERATIONS – MILLENNIAL GENERATION

AGE: 20’s

VIEWS ON CYBERSECURITY:
“You can just look at a website to figure out if it is legit... if they are giving too many good reviews, its not real.”
SURVEY OF THE GENERATIONS – Z GENERATION

AGE: Teen

VIEWS ON CYBERSECURITY: “....what did you say... let me finish this level first...”
### GENERATION INFLUENCERS

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<th>INFLUENCERS</th>
<th>SILENT GENERATION</th>
<th>BOOMER GENERATION</th>
<th>X GENERATION</th>
<th>MILLENNIAL GENERATION</th>
<th>Z GENERATION</th>
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<td>Watergate</td>
<td>Digital media</td>
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MAKING AWARENESS & TRAINING MATTER – SILENT GENERATION

• Consistency through a series of organize classroom learning opportunities
• Executive engagement
• Pick up the phone leave them a security message – they are typically auditory learners

SILENT GENERATION

• ADHERE TO RULES
• DELAYED REWARD
• DUTY BEFORE PLEASURE
• LOYALTY
• RESPONSIBILITY
• TRADITIONALIST
MAKING AWARENESS & TRAINING MATTER – BOOMER GENERATION

- Be nice – bring coffee
- Detailed handouts
- Physical activities are best
- Create a security podcast
- Morning awareness events

BOOMER GENERATION

- ANTI-WAR
- EQUAL RIGHTS
- QUESTION EVERYTHING
- WANT TO MAKE A DIFFERENCE
Making Awareness & Training Matter – X Generation

- Have a plan and share it
- Prime learning time is in the evening
- Flexibility in training or awareness schedule should be considered
- Blended training courses
- Share the results of campaigns

X Generation
- Diversity
- Informality
- Think Globally
- Techno Literacy
- Written Communication
MAKING AWARENESS & TRAINING MATTER – MILLENNIAL GENERATION

- Consider micro-learning strategies
- E-learnings work... if they are engaging
- Gamify awareness activities
- Work collaboratively digitally
- Embed coaching

MILLENNIAL GENERATION

- ACHIEVEMENT
- HIGH MORALS
- EDUCATED
- EXTREMELY TECH SAVY
- LIKE PERSONAL ATTENTION
MAKING AWARENESS & TRAINING MATTER – Z GENERATION

• Think outside of the box
• Gamification
• Engaging graphics
• Constant engagement

Z GENERATION

• DIGITAL NATIVES
• FOLLOW INFLUENCERS MORE SO THAN CELEBRITIES
• CAN MULTITASK
• INCLUSIVE
Key Takeaways

- The VUCA world has changed the workforce
- There are new skills that the workforce needs
- An individual’s birth cohort impact how they learn
- Drive messages through multiple streams to touch more people
THANK YOU

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