Innovations in Cybersecurity
Awareness and Training:
A 360-Degree Perspective
Human Factor Is Critical to Digital Transformation Success

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Innovations in Cybersecurity Awareness and Training: A 360-Degree Perspective

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Why is the Human Factor Critical to Training Success?

Important to You or Them?
YouTube?
Social Media?
Compliancy or Proficiency?
Simple Adoption?
Practical Exercises?
Retain Attention?
INFLUENCING FACTORS

What Can Go Wrong?

1. Ebbinghaus Effect
2. With Time, We Forget
3. How People Learn

Can We Reinforce Learning?
How Critical is the Human Factor to Success in Cybersecurity Awareness and Engagement Training?

**THE CHALLENGE**

Knowledge + Alertness + Dialog

Via Spaced Repetition

Spaced repetition is a learning technique that incorporates increasing intervals of time between subsequent review of previously learned material in order to exploit the psychological spacing effect. (Wikipedia)
THE PROCESS

Cybersecurity awareness must be a continuous process, not an annual event.
THE END-USER EXPERIENCE

Clean, Easy, I Can do this!

No typical 20-30 item menu

Eliminate the Extraneous

Once started, 97-99% completion

Any device, any operating system, any browser
THE MANAGEMENT

Culture Shaping -

Stop

Think

Ask

Report

Singular, Key Message for Security Culture Dialogue
THE RESULTS

- 96.8% of users said they think more about information security in their everyday work with the program.
- 97.8% of users liked that the lessons were short.
- 95.6% of users liked that the lessons were delivered by e-mail.
- 100% of users said the content had a good level.
- 96.8% of users would recommend the method to others.

consumable content focus drives high adoption
SPECIAL OFFER

• Send Your Email Address to:
  – markus.darby@itgonline.com

• To Receive:
  – Sample Security Lessons
  – To Be Taken on Any Device
The Human Factor is critical to Digital Transformation in Cybersecurity Awareness Training

Thank You!