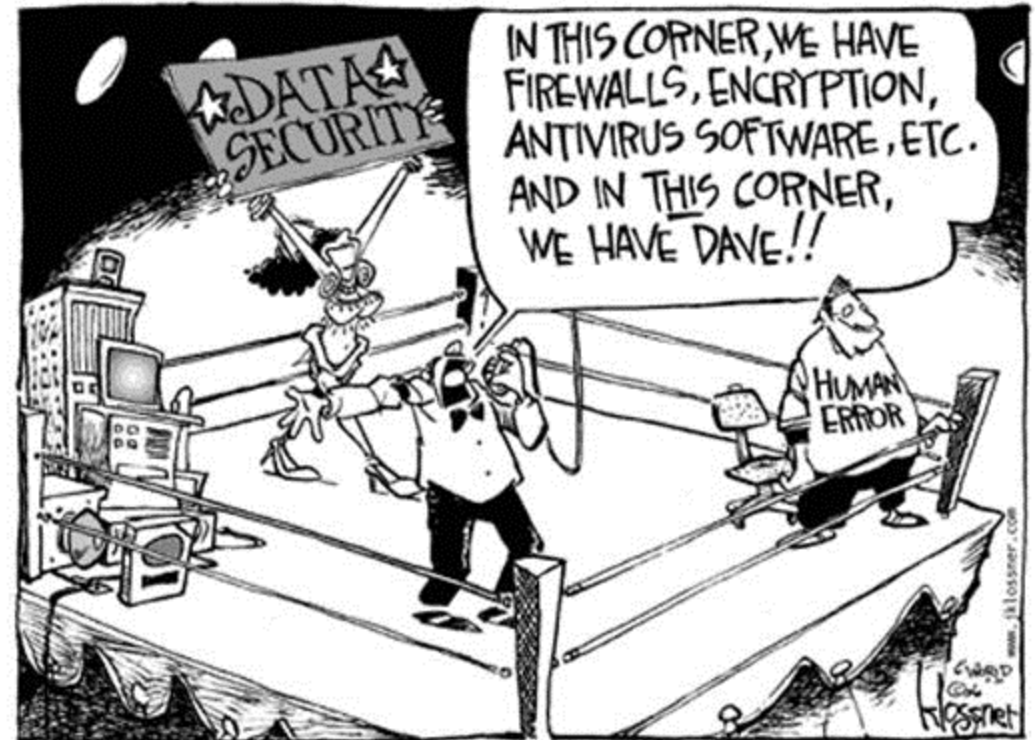# Why Security Awareness Matters

▶ Humans are the primary attack vector, not the "weakest link."

▶ Compliance: Mandates like NIST 800-53 and PCI DSS require awareness training.

▶ Human Risk: Social engineering accounts for 70-90% of breaches.

▶ Not Just End Users: Technical roles (e.g., misconfigured firewalls, email security errors) also contribute to risks.

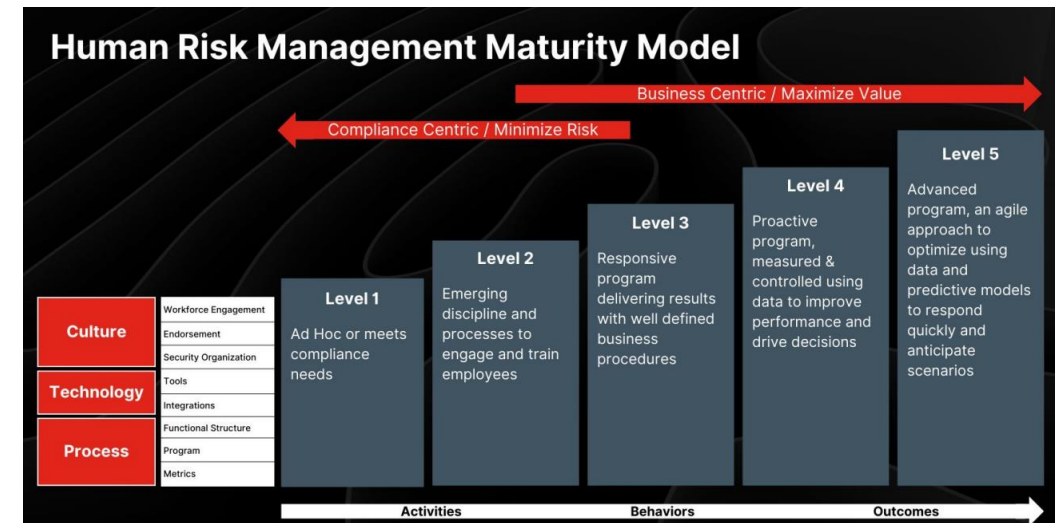Probably not a good cartoon to share with your employees.

Maturing Your Security Awareness Program

Maturity Models:

- SANS – Security Awareness Maturity Model

- Living Security – Human Risk Management Maturity Model

- KnowBe4 - Security Culture Maturity Model

SANS Security Awareness Maturity Model ™

Blueprint for Effective Cybersecurity Campaigns

A multi-touchpoint approach inspired by the "Rule of Seven" (repeated exposure enhances retention).

▶ Repeated Exposure:
- o Employees need multiple touchpoints to internalize secure habits.

▶ Cognitive Science:
- o Leverage relatable content for deeper processing. Make it personal.
- o Micro-learning reduces cognitive overload, boosting retention 20-50%

▶ Engagement:
- o Make learning interactive and memorable.
- o Trivia, escape rooms, in-person or virtual workshops

Email
Micro-learning
Surveys
Intranet
Workshops
Digital Displays or Posters
Webinars
Nudges
Security Champions

Making Content Engaging and Memorable

- ▶ Relatable Scenarios
  - o Personal and real-world examples
- ▶ Pop Culture
  - o GIFs, memes, song lyrics, movie quotes
- ▶ Get Leadership Involved
  - o Tie your program to the organization's mission

- ▶ Visually Engaging Content
  - o Images are recalled better than text
  - o Branded Campaign Themes
  - o Interactive Visuals
  - o Mascot
- ▶ Virtual Activities
  - o Hands on-learning, escape rooms, gamified solo or team activities

Proactive Human Risk Management

Capture Insights into risky and secure behaviors, then give your employees resources

Risky Behaviors **+** **Secure Behaviors** **=** **Human Risk Score**

Do You Have Questions?

ENTERPRISE
information services

Thank you

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