87% of almost 7,000 social security incidents were phishing.

What happens after a successful phishing attempt?

Phishing Success Rates
Create a Strong Foundation

Participative Learning/Creative Endeavors

Gather Metrics

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HI. =)
I'M CHRIS

LA RES

SHIT'S ON FIRE, YO

RISK
POSTULATES vs. PROOF
“Everyone has a plan until they get punched in the face”

- Tax Forms
- Health / Benefits Changes
- Corporate Parties
- Holiday Events
- IT Department
- Manager/Authority Figures
- Discounts
- Current Events

PHISHING
WHAT IS SECURITY AWARENESS ABOUT?

- Inform – Just FYI
- Change behavior
  - Internal Behavior – what should I do?
  - External Behavior – what should I report or watch for in others?

PIECE OF CAKE, RIGHT?

- According to InfoSec techies, yes, changing human behavior is easy
- Either that or people are dumb and we’ll be sure to treat them that way
- Because InfoSec folks know better?
NO... IT'S EASY. I WAS JUST BORN YESTERDAY!

- Road Safety
  - Don’t drink & drive
  - Don’t text & drive
  - Do wear your seatbelt
- Health
  - Do eat balanced meals
  - Do wash hands thoroughly
  - Do cough in your elbow

Measurement is the first step that leads to control and eventually to improvement. If you can’t measure something, you can’t understand it. If you can’t understand it, you can’t control it. If you can’t control it, you can’t improve it.

-- H. James Harrington,
Int/l Advisor for Ernst & Young

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AXIOMS BY DR. INFOSEC™
- Experiment!
- Avoid technobabble!
- Attitude matters!
- Sell it!
- Intern!
- Interview!
- FUD?

AXIOMS BY DR. INFOSEC™
- Singular!
- Gamify!
- Compete!
- Support, don’t punish!
- Persevere!
- Measure!
Q & A WITH AUDIENCE

THANK YOU

Your panelists:
• Jay Jacobs
• Mike Kearn
• Sam Manke
• Chris Nickerson
• Chris Veltsos