13 Things To Get you to a Kick A** Security Awareness Program!

Tuesday May 15
11am-noon

Tina Meeker
Chrysa Freeman
Chrysa Freeman, Code42

SECURITY AWARENESS EXPERT
• Currently at Code42, Leading the Security Awareness Program
• 12 years security awareness experience spanning retail, technology, medical device and the startup tech industry
• specializes in building programs from ground up

Life Before Security
• 6 years in film and television production
• 6 years in California actor/marketing/real estate
• B.A. Communications - University of Minnesota
• M.B.A. - St. Thomas University
Tina Meeker, Beacon Information Security, LLC

Summary:

• 15 years experience in cyber security across multiple industries and regulatory landscapes
• Specialize in GRC, M&A risk, program build, security policy, audit readiness
• Advisor for Cyber Security Summit | Member: Executive Women’s Forum, ISSA, ISC2, Team Women
• Multiple Speakerships, including keynote for Cyber Now Birmingham and speaker for ISC2 Congress in Oct 2018.

Credentials

• B.A. Organizational Behavior & Management – College of St. Scholastica | Duluth, MN
• M.B.A. - Augsburg University | Minneapolis, MN
• CISSP, CIPP/US
Brain Surgery? No.

Finesse? YES!
## Reasons Why Programs Fail

<table>
<thead>
<tr>
<th>Major Challenges</th>
<th>Responses</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>113</td>
<td>15.98%</td>
</tr>
<tr>
<td>Employee Engagement</td>
<td>101</td>
<td>14.29%</td>
</tr>
<tr>
<td>Time</td>
<td>95</td>
<td>13.44%</td>
</tr>
<tr>
<td>Culture</td>
<td>85</td>
<td>12.02%</td>
</tr>
<tr>
<td>Resources</td>
<td>83</td>
<td>11.74%</td>
</tr>
<tr>
<td>Upper Management Support</td>
<td>80</td>
<td>11.32%</td>
</tr>
<tr>
<td>Other</td>
<td>66</td>
<td>9.34%</td>
</tr>
<tr>
<td>Money</td>
<td>42</td>
<td>5.94%</td>
</tr>
<tr>
<td>Enforceability of Program</td>
<td>31</td>
<td>4.38%</td>
</tr>
<tr>
<td>Staff</td>
<td>11</td>
<td>1.56%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>707</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Fig. 4 - By the Numbers: Major Security Awareness Challenges*
So then....

How many years have we been talking about the CRITICAL role of security awareness? (answer: lots)

WHY do we keep making the same missteps?

Insanity: doing the same thing over and over again and expecting different results.

Albert Einstein
Security Awareness:
It’s not just a compliance checkbox anymore.
You’ve got a product to sell:

Your security policies!
Executive support is everything
If you are the boss, trust your awareness team (stay out of the details).

If you are not the boss, influence your leader to trust you (or bring your talent to another organization).
#5

Your most knowledgeable security expert MAY NOT necessarily be the one who should lead your awareness program.

80% of security awareness professionals come from a technical background - but less than 8% have a soft skills background.
Psst! – security awareness program leadership is **not** an entry level position!
Let’s talk about metrics, baby!
Be Creative!!

KEEP CALM AND Don't bore me to death
Tactics with Proven Success

Stories

Gamification

Roadshows

Phishing
Incorporate adult learning & instructional design best practices
You **must** take company culture (at all levels) into account for success.
Extend your awareness reach - leverage internal champions
In-The-Moment Learning:
Phishing Awareness Campaigns
Who says Security needs to be so serious? Have fun and your “audience” will too!
Sounds Hard?
Outsource your weaknesses –
For some it’s the smart thing to do

<table>
<thead>
<tr>
<th>Organization Size</th>
<th>Average Number of FTEs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 500 People</td>
<td>1.28</td>
</tr>
<tr>
<td>500 - 1000 People</td>
<td>1.30</td>
</tr>
<tr>
<td>1000 - 5000 People</td>
<td>1.24</td>
</tr>
<tr>
<td>5000 - 25,000 People</td>
<td>1.58</td>
</tr>
<tr>
<td>25,000 - 100,000 People</td>
<td>2.09</td>
</tr>
<tr>
<td>100,000 People or More</td>
<td>2.45</td>
</tr>
</tbody>
</table>
One Page Take-Aways!

• Get leadership support (talking the talk + $$$)
• Hire the right people to run your program
• Think beyond passing the audit but know your sweet spot with maturity
• Micro-management will suck the life out of your awareness efforts (Yes, CISOs we are talking to you too)
• Metrics are a must – start simple and go from there
• Break the mold and engage your audience in alignment with your company culture
• You can’t do it all – engage partners from other areas or with different skills
• Watch for Phishing Campaign Pitfalls
• Outsourcing can be a great idea for some, especially to get you going
RESOURCES

• SANS OUCH! Security Awareness Newsletter
  https://www.sans.org/security-awareness-training/resources

• SANS 2017 Security Awareness Report
  https://www.sans.org/security-awareness-training/resources

• Long Term Retention Report
  http://www.keytostudy.com/many-repetitions-long-term-retention/

• Five Ways to Leave a Lasting Impression
  https://www.businesslive.co.za/redzone/news-insights/2017-07-12-five-ways-to.ensure-an-ad-leaves-a-lasting-impression/

• Escape Rooms
  https://www.livingsecurity.com/?mc_cid=9971fb39ad&mc_eid=ff024ce1b5