

4 Ways to Mature Your Human Risk Management Program

Human risk management (HRM) is now the primary approach to addressing the ongoing need for strong security cultures in organizations of all sizes. HRM focuses on more than just security awareness training (SAT) delivered at regular intervals. The goal is a positive security culture through:



Human risk assessment



Tailored and relevant training



Ongoing education on pertinent risks

Introducing KnowBe4 AIDA — Artificial Intelligence Defense Agents. AIDA is a suite of AI-powered agents that up-levels your HRM approach by leveraging multiple AI technologies to create personalized, adaptive and highly effective user training that actually changes behavior.

Up Your Game with AIDA

Out with the generic, in with personalized, relevant and adaptive. Here’s how AIDA can bring your approach to training to the next level.

The Old Way

One-size-fits-all SAT covering limited number of topics deployed throughout the organization

Manually building simulated phishing emails or relying on limited number of generic templates for multiple sectors and demographics

Long-form training courses delivered at limited frequency without support content to reinforce key lessons

Reliance on check-the-box policy acknowledgment with no guarantee requirements and/or best practices were understood or retained

The New Way

The Automated Training Agent analyzes multiple data points, which includes Risk Scores, phishing test results and learning preferences, to create a tailored training experience for each user

The Template Generation Agent produces highly convincing phishing emails tailored to your specific needs and risk profile using the power of baked-in generative AI

The Knowledge Refresher Agent delivers bite-sized learning materials at optimal intervals, ensuring that critical security concepts are retained and applied over time

By generating intelligent quizzes based on your specific security and compliance policies, **The Policy Quiz Agent** ensures that employees not only acknowledge but understand guidelines they’re expected to follow

Learn About AIDA →

