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Critical Considerations when Choosing a Security Awareness Training Vendor

How Do You Set Yourself and Your Organization Up for Success?

Perry Carpenter
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About Perry

- MSIA, C|CISO
- Author of *Transformational Security Awareness: What Neuroscientists, Storytellers, and Marketers Can Teach Us About Driving Secure Behaviors*
- Former Gartner Analyst leading research and advisory services to CISOs, Security Leaders, and security vendors around the world
- Led security initiatives at Fidelity Information Services, Alltel Telecommunications, and Wal-Mart Stores
- Lover of all things:
  - Security
  - Psychology
  - Behavioral Economics
  - Communication Theory
  - Magic, misdirection, and influence

About KnowBe4

- The world's most popular integrated new-school Security Awareness Training and Simulated Phishing platform with tens of thoughts of customers around the world
- Founded in 2010
- Recognized as a Leader in the Gartner Magic Quadrant for Computer-Based Training (CBT)
- Our mission is to train your employees to make smarter security decisions so you can create a human firewall as an effective last line of defense when all security software fails…

Which it will

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A security culture lives and breathes within every organization.

The question is how strong, intentional and sustainable is your security culture. And what do you need to do about it?

Agenda

- What should organizations consider when planning a security awareness program?
- Where can vendors help?
- What makes KnowBe4 unique?

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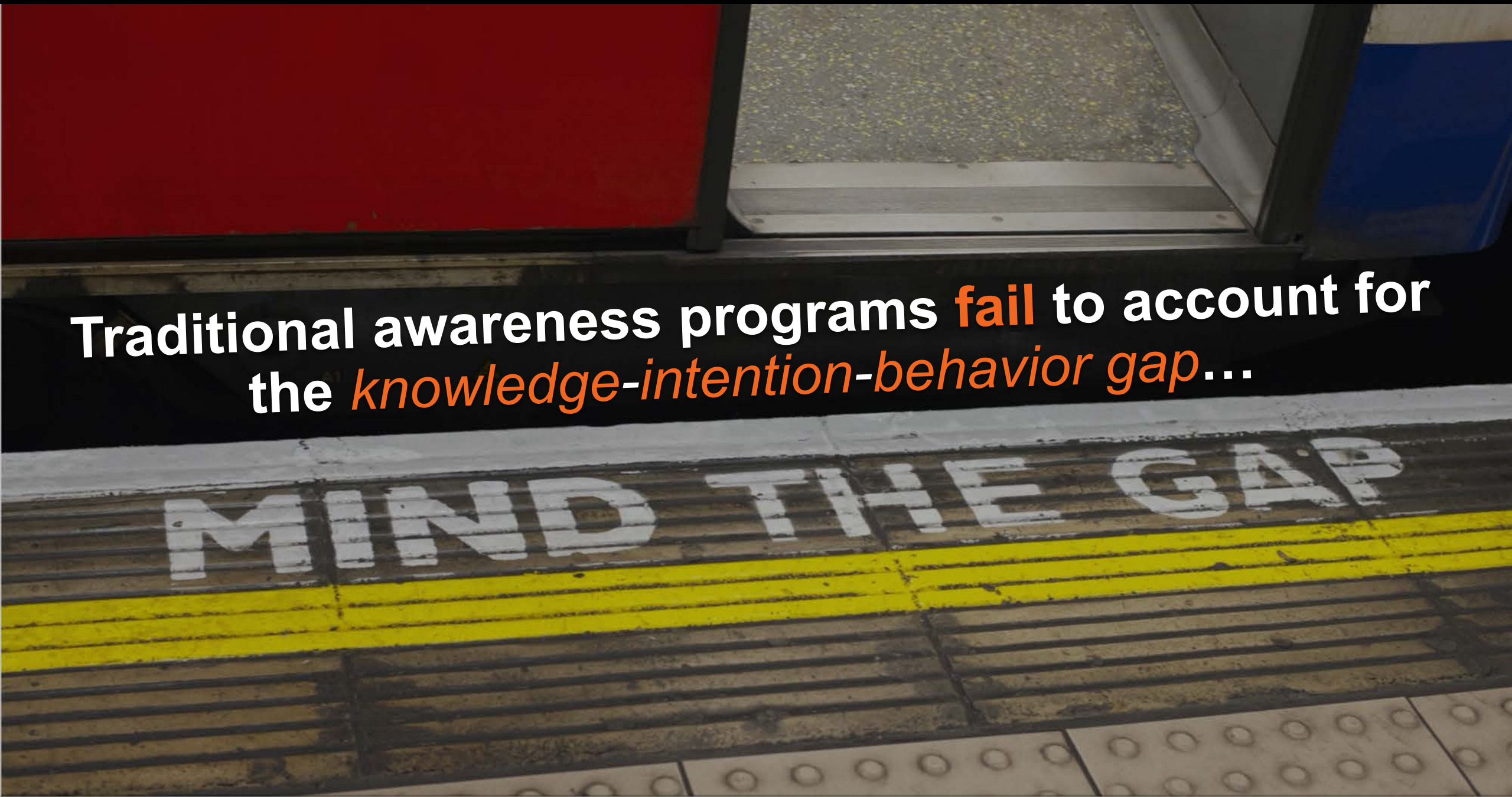
Security Awareness: because… well, you know



Traditional awareness programs fail to account for the *knowledge-intention-behavior gap*…

We need to condition people to have the right reflexive behaviors

“Everybody has a plan until they get punched in the mouth.”

- Mike Tyson

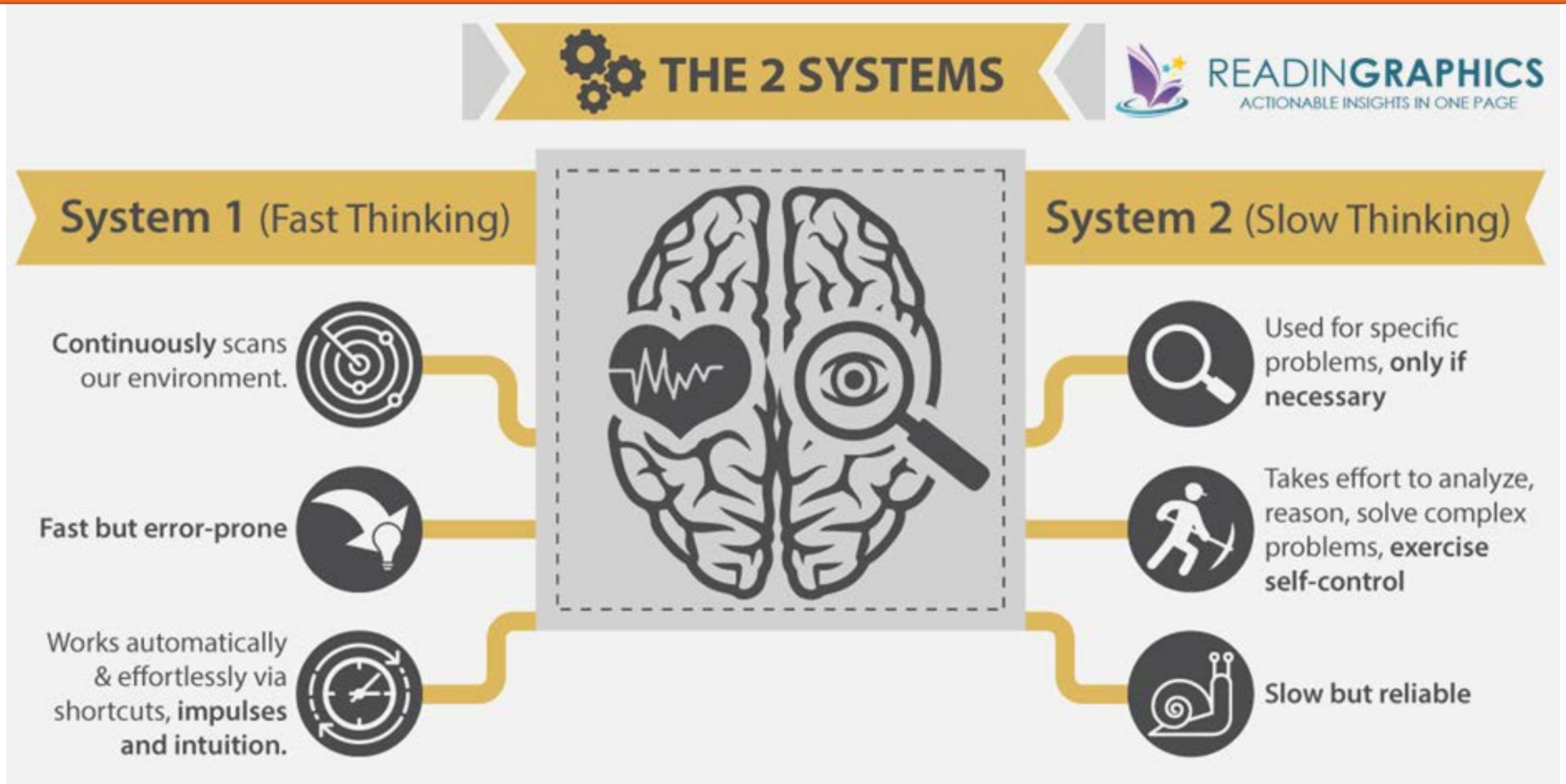
There are Three Realities of Security Awareness

1. Just because I'm **aware** doesn't mean that I **care**.

2. If you try to work **against** human nature, you will **fail**.

3. What your employees **do** is way more important than what they **know**.

Thinking, Fast & Slow (Daniel Kahneman)

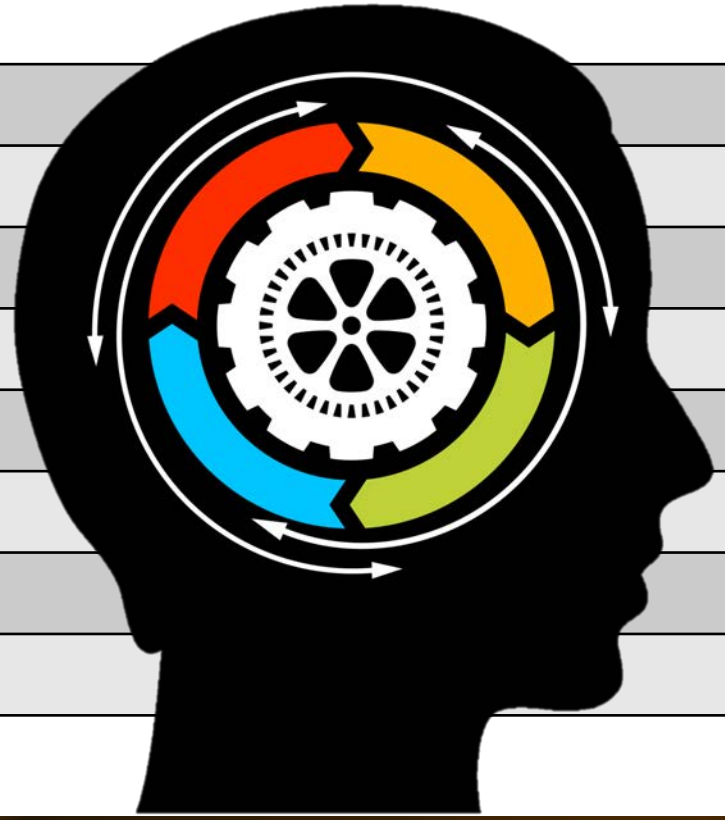


Graphic Source: https://readingraphics.com/book-summary-thinking-fast-and-slow/

A Person Is Actually Part of a Broad Ecosystem

Thought and behavior are influenced by:

World Views	Observed Behavior of Executives
Regional Context	Known and Perceived Expectations
Peer Groups	Knowing or Feeling That They Are Watched
Culture in Their Division	Subliminal Influence
Previous Experiences	Systems of Reward and Reprimand
Pressures at Home	Social Currency and Social Pressure
Pressures at Work	Ambitions
Patterns of Habit	Fears



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Critical Components of a Security Awareness Training Program

Content

Executive Support & Planning

Campaign Support Materials

Testing

Metrics & Reporting

Surveys/Assessments

-- a sobering truth --

Your awareness program and content are the visible ‘face’ of your department to the rest of your company.

70:20:10 Model for Learning and Development

70% EXPERIENCIAL

On-the-job, social, in the workflow, corporate and departmental culture

20% INFORMAL

Asking others, collaborating, watching videos, reading

10% FORMAL

Structured learning, LMS courses, training days

70:20:10 Model for Learning and Development

Most companies spend 90% of their efforts on the 10%.

Create/find content to use across the whole 100%.

The Five Moments of Need

1. For the first time
2. Wanting to learn more

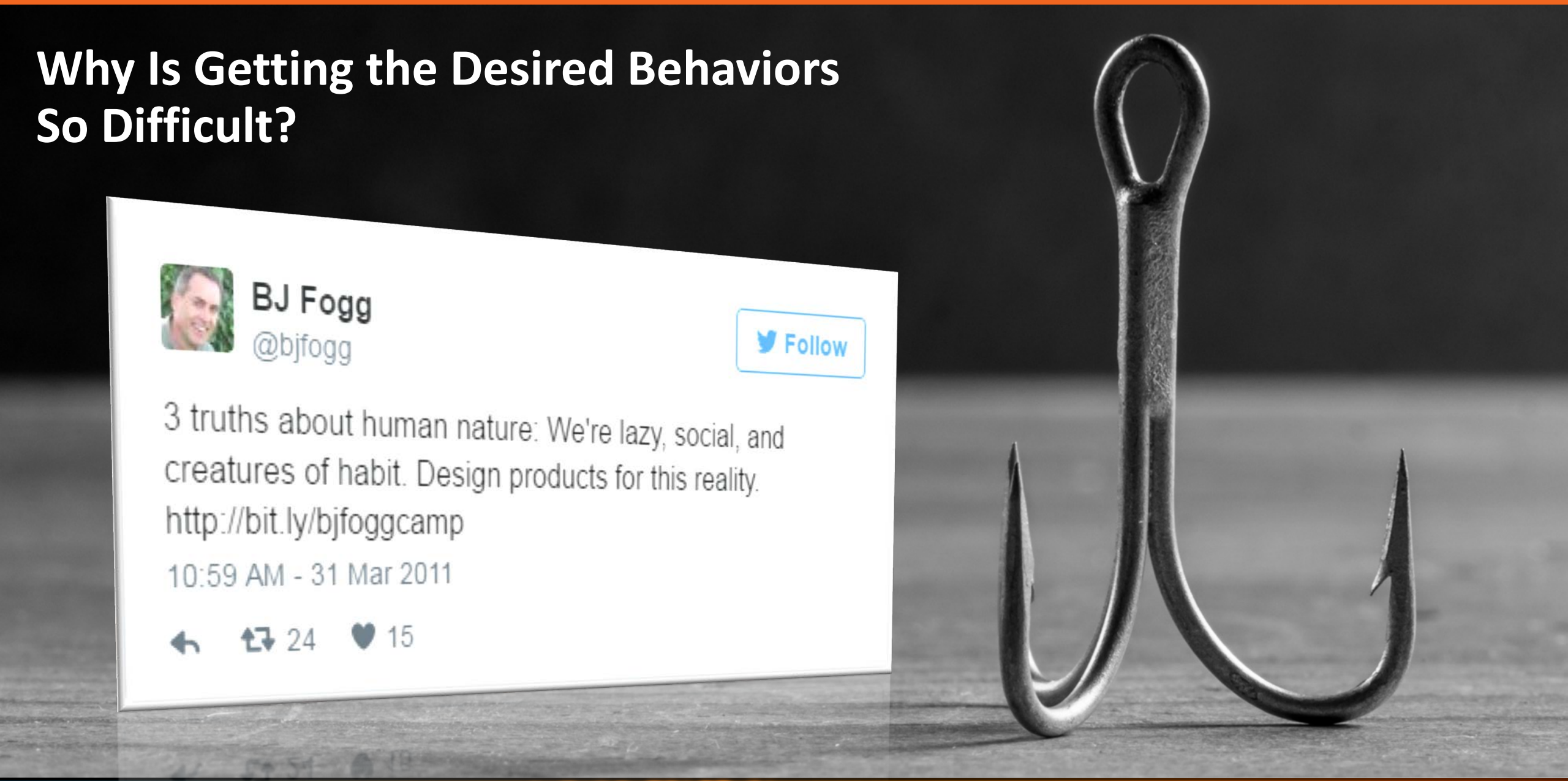
Point in time,
Just in case

3. Trying to apply knowledge and/or remember
4. When something goes wrong
5. When something changes

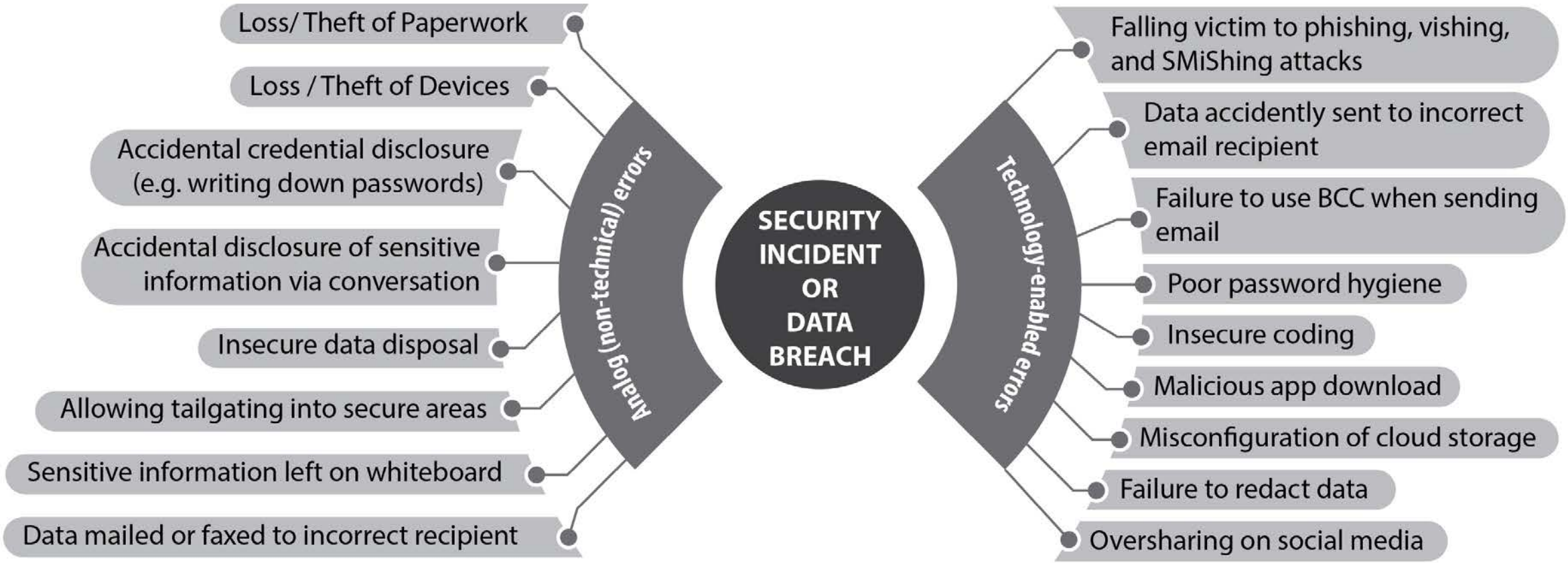
Just in time

*You need powerful ways to split your user population into **groups**.*
*This allows you to **measure them** and **train them** in ways that best resonate with their **individual needs** and **learning styles**.*

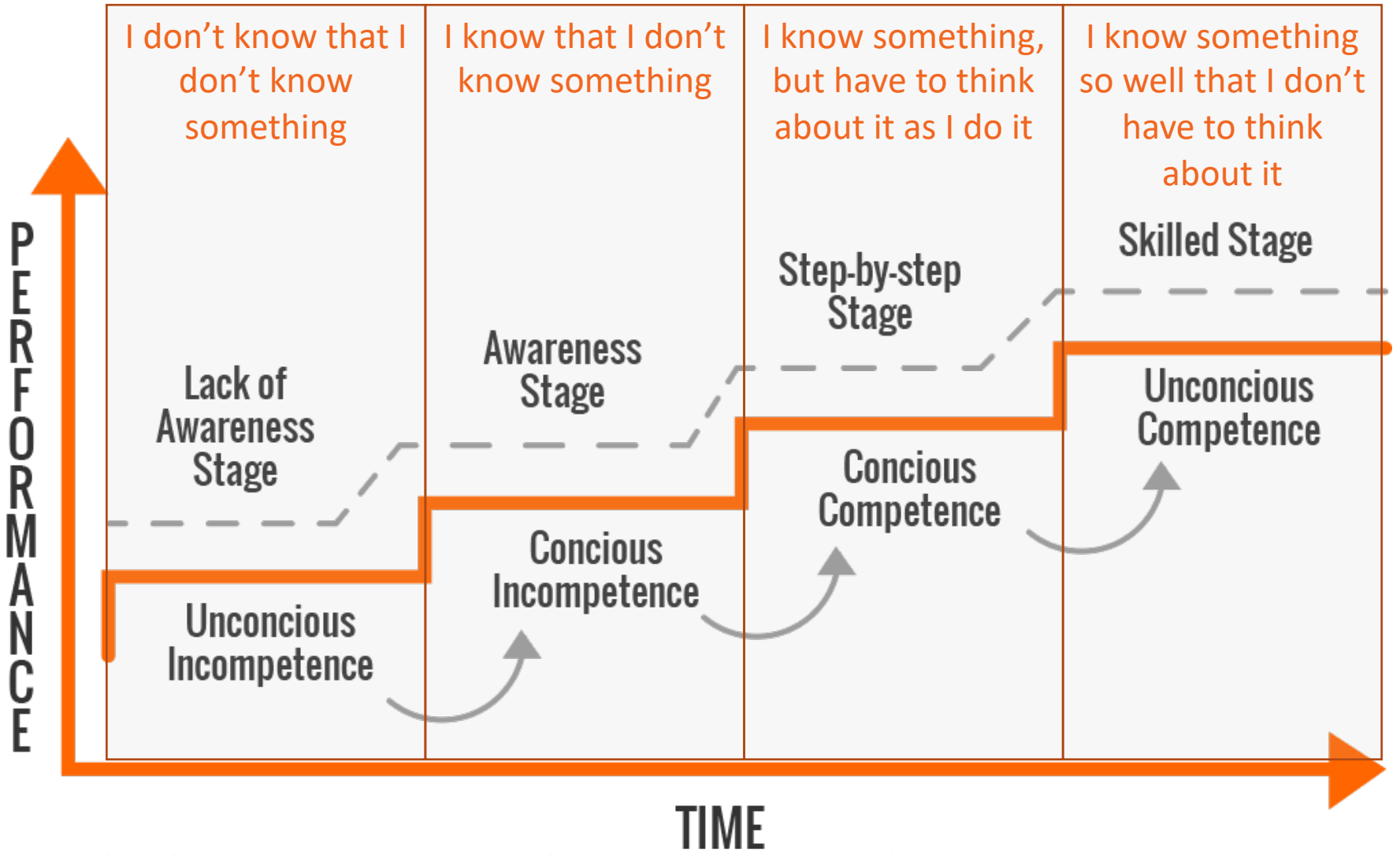
Why Is Getting the Desired Behaviors So Difficult?



Remember that Not All Incidents are Techno-centric

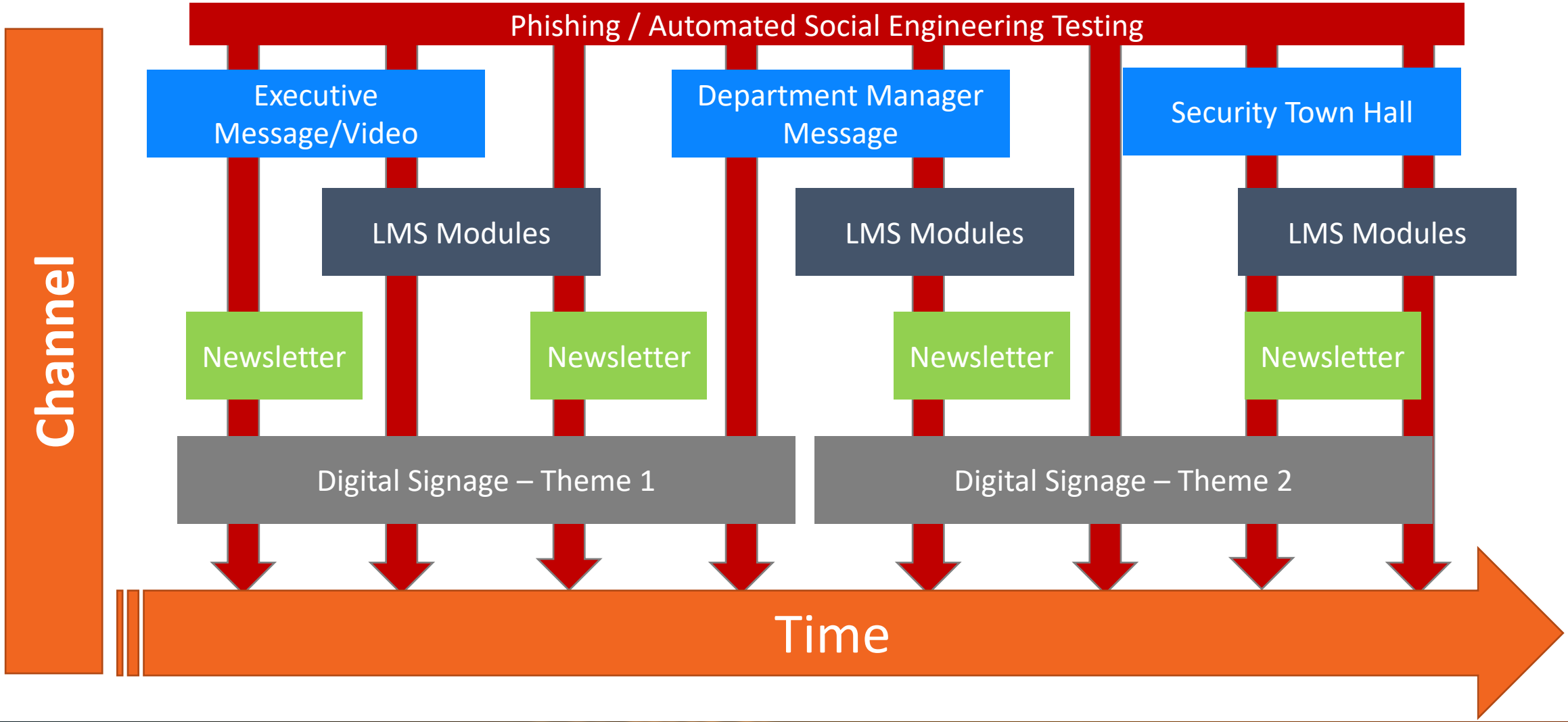


The Four Stages of Competence



Noel Burch, Gordon Training International, Conscious Competence Ladder – 1970s

Plan like a Marketer. Test like an Attacker.



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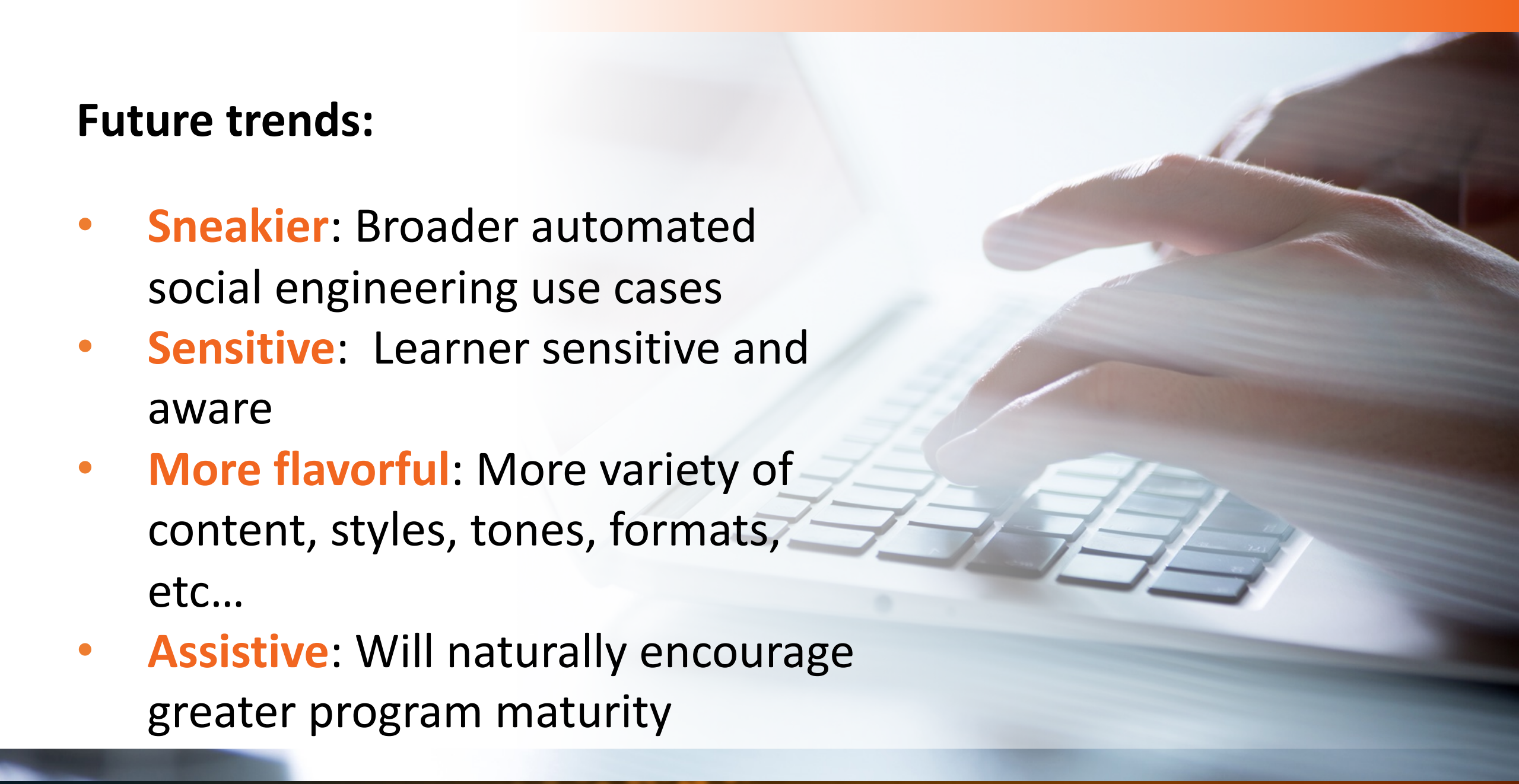
The following are two slides I created about the security awareness market in early 2017.

Future trends:

- **Flexible and adaptive**: Greater context-awareness and real-time intervention
- **Focus on time savings**: micro-learning, behavioral baselining, test-outs, fine-grained roles/rules
- **Smarter**: Broader use of AI and machine learning
- **Plug-able**: More integrations with 'traditional' security tools

Future trends:

- **Sneakier**: Broader automated social engineering use cases
- **Sensitive**: Learner sensitive and aware
- **More flavorful**: More variety of content, styles, tones, formats, etc…
- **Assistive**: Will naturally encourage greater program maturity



Those “Future Trends” are now current reality at KnowBe4.

With over 30,000 customers (and growing), nearly 1,000 employees, and offices in 9 countries, KnowBe4 is the world's most-popular and most proven security awareness vendor.

Data as of November 2019

Customers *love* KnowBe4!

- 1,340 total Gartner Peer Insights reviews: that's more than all reviews vendors from the 2019 MQ Vendors combined.
- 1,060 ***Five-Star*** Gartner Peer Insights reviews.
- Winner of Gartner Peer Insights Customer Choice Awards for Security Awareness CBT Category
- Winner of Frost & Sullivan Global Cyber Security Awareness Training Platform Company of the Year
- Consistently mentioned in analyst-user roundtables as a most-loved security vendor

Data as of November 2019

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Unsurpassed Thought Leadership

Kevin Mitnick
Chief Hacking Officer

Perry Carpenter
Chief Evangelist &
Strategy Officer

Roger Grimes
Data-Driven Defense
Evangelist

Javvad Malik
Security Awareness
Advocate

Kai Roer
CLTRe Founder
Security Culture Advocate

Joanna Huisman
SVP Strategic Insights &
Research

Jim Shields
Founder, Twist & Shout.
Creative Director

Rosa Smothers
SVP Cyber Operations

Winn Schwartau
Founder, Security Awareness
Company

No other vendor in this market can touch the depth and breadth of KnowBe4's thought leadership… period.

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Platform for Awareness Training and Testing

1. Phish Your Users
2. Train Your Users
3. See the Results

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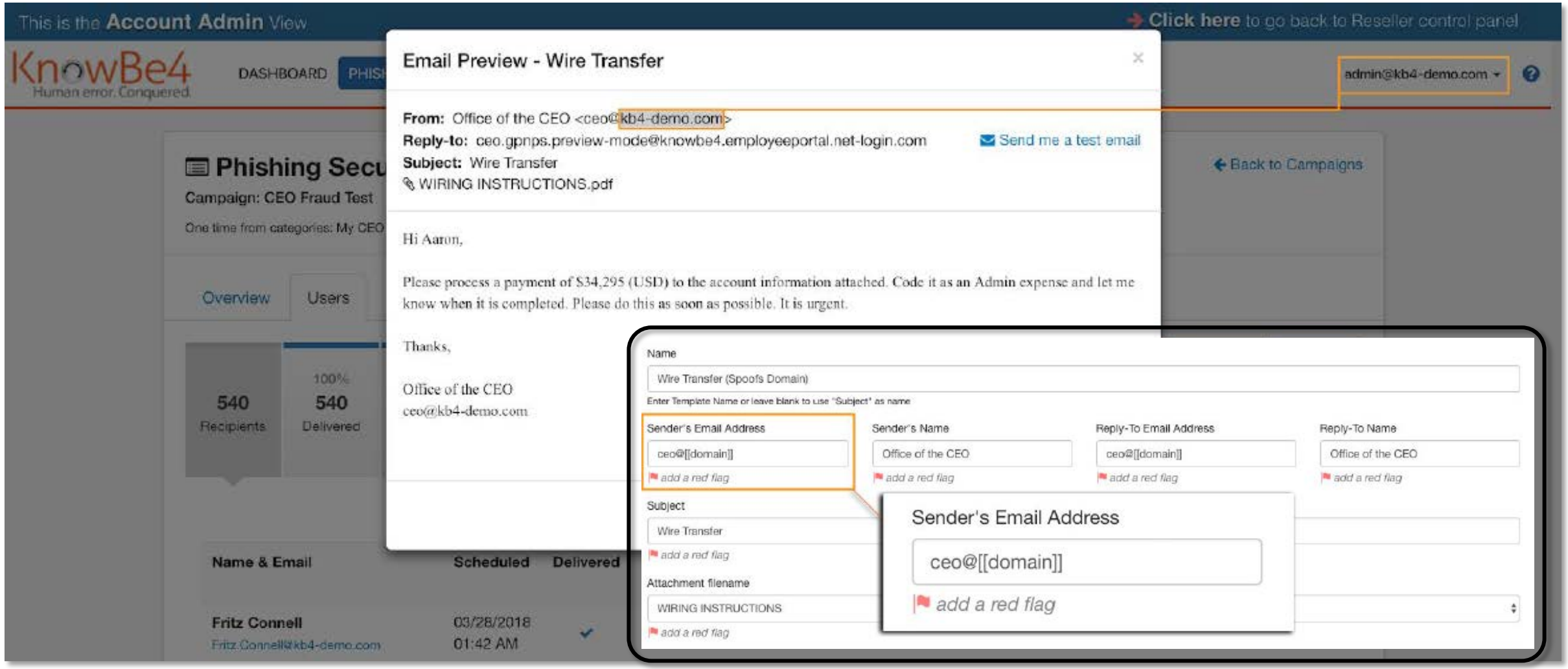
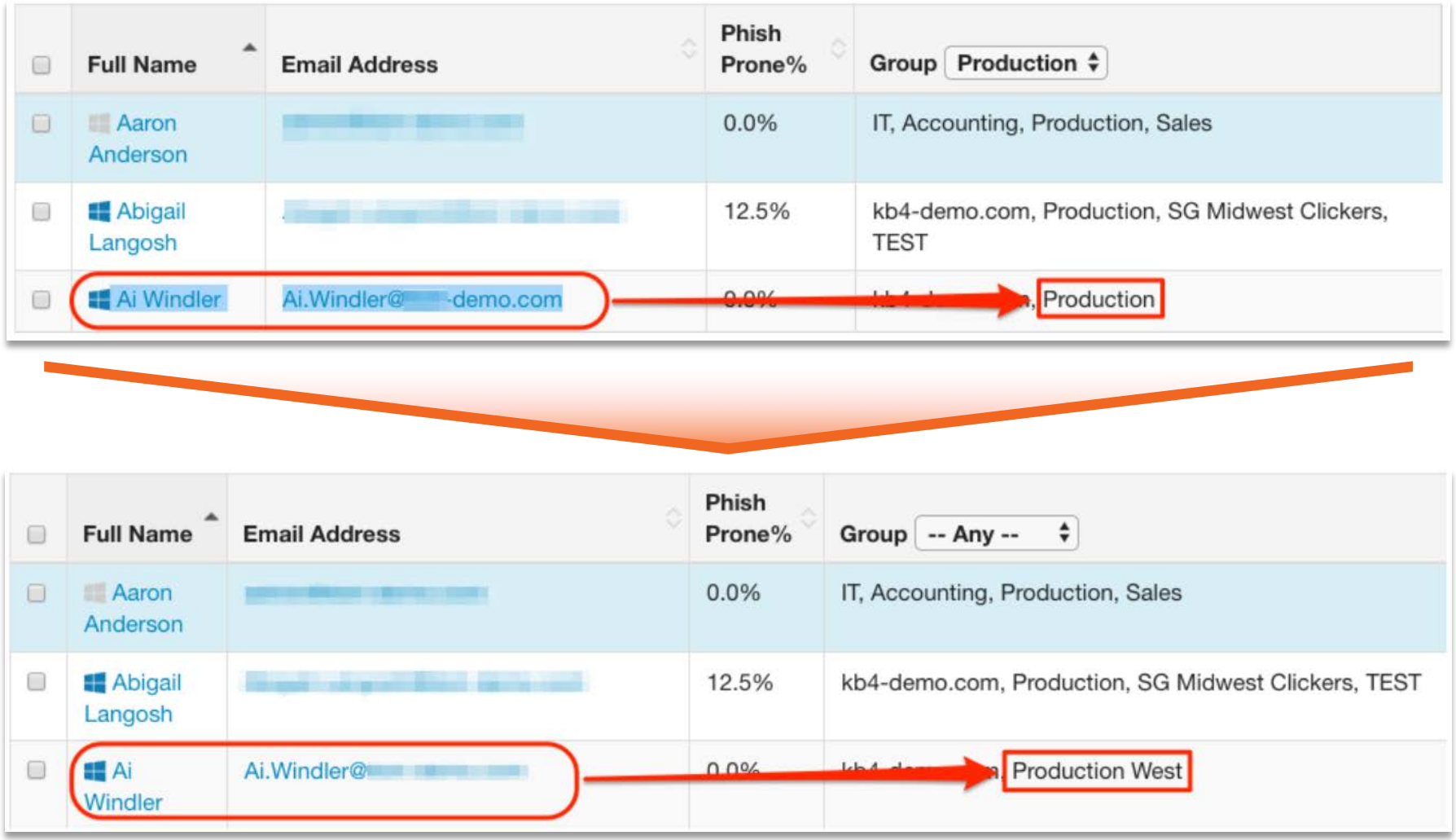
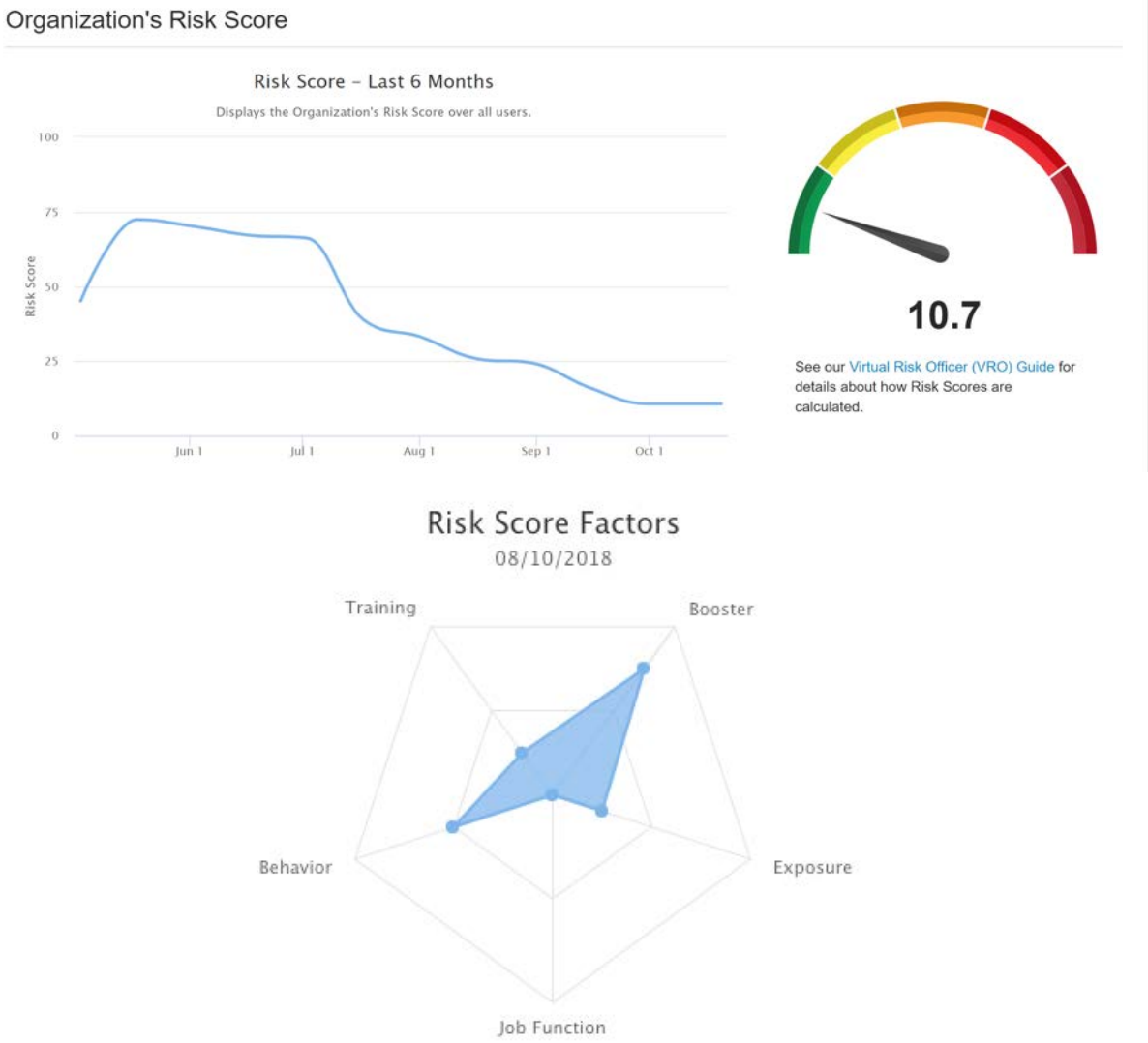
Creative Tools For Impactful Phishing Campaigns

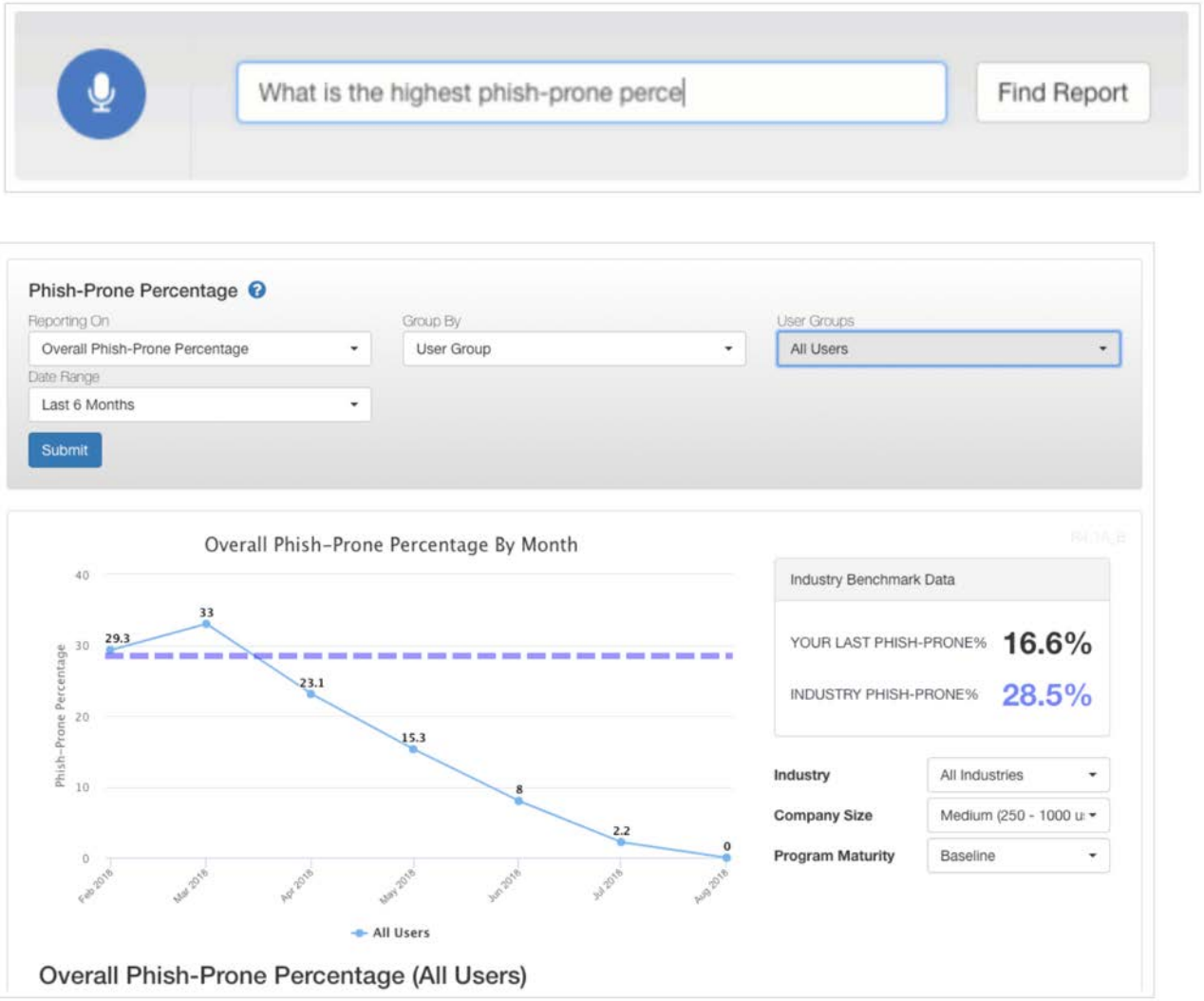


Easy-to-Integrate, Built to Scale for Organizations of All Sizes



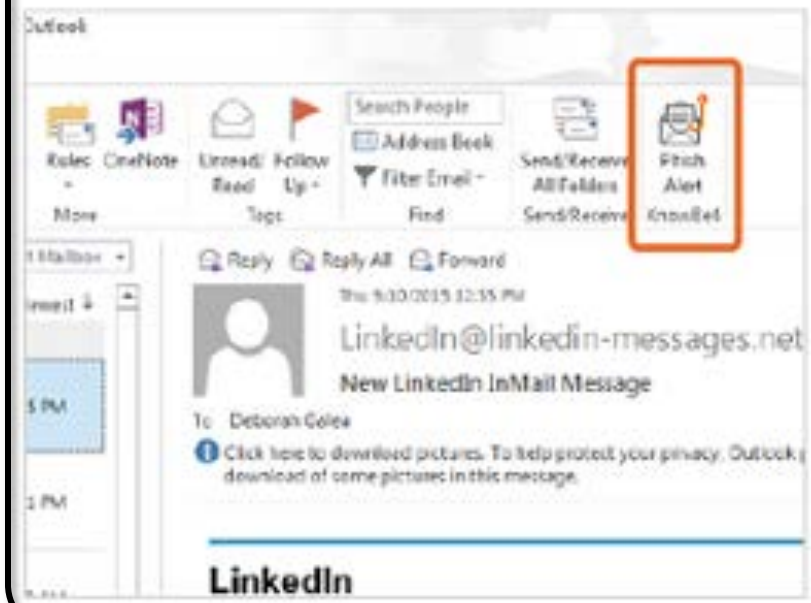
Robust Insights and Visualization Capabilities



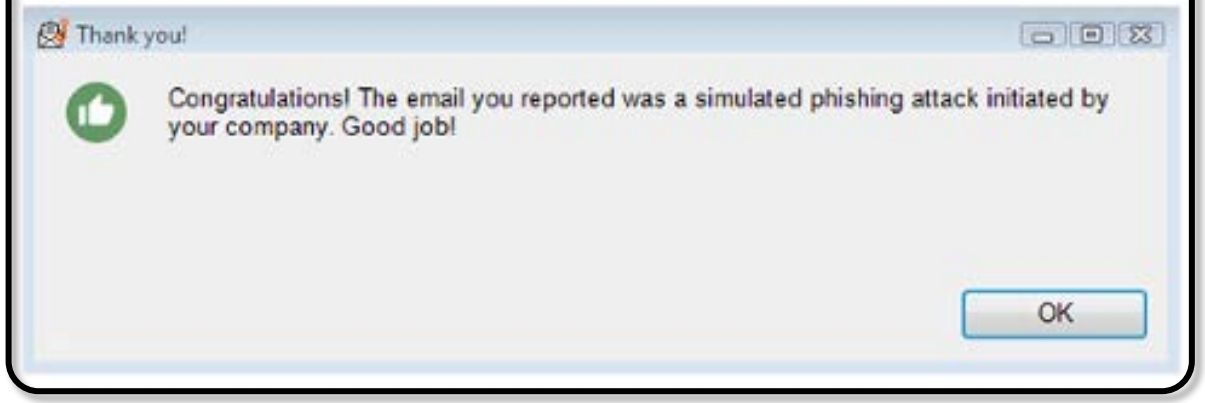


Security Liabilities Will Become Security Assets

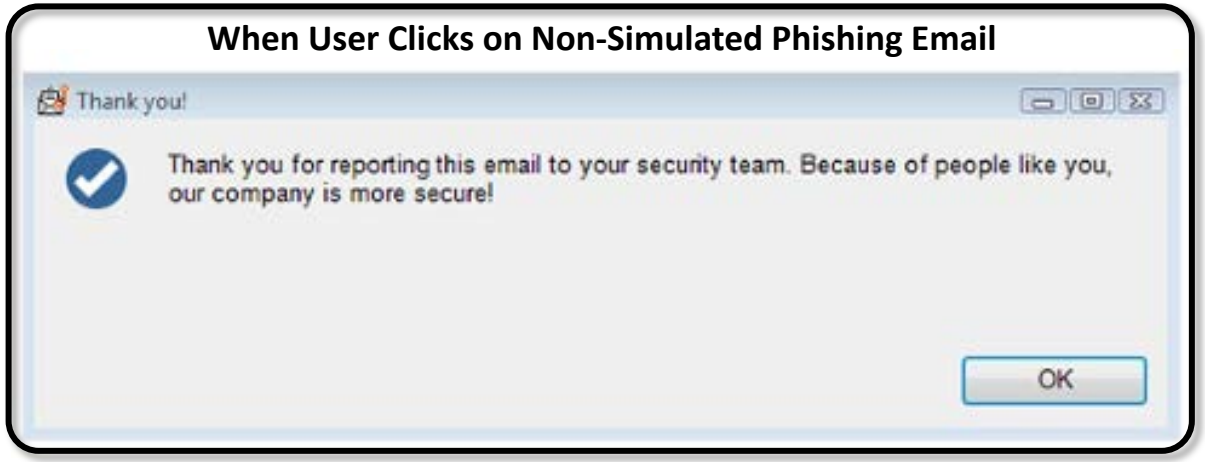
Outlook Toolbar Phish Alert Button



When User Clicks on a Phishing Security Test



When User Clicks on Non-Simulated Phishing Email



- Increase User Engagement
- Reduce Phish Prone Percentage
- Empower Your Response Team

Reinforce Your Security Culture with Employee Training

New-school Awareness Training

Cannes
Corporate Media & TV Awards
cannescorporate.com

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PhishER Detect and Respond to Threats Faster

- Automatic processing using custom rules
- Send to external sources (Virus Total, SIEM, etc.)
- Automated disposition
- Automated feedback loop to employees
- Prioritize message for human attention
- Fewer security resources required to manage email threats

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Security Awareness Doesn’t Have to be Hard

Thank You

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