

Real-Time Coaching

Close the Gap Between Security Awareness And Secure Behavior

Social engineering attacks that exploit your users continue to be one of the most effective ways bad actors bypass even the strongest technical defenses. The 2026 Verizon Data Breach Investigations Report puts the human element behind 62% of breaches, and AI-powered phishing, vishing and deepfakes are making attacks even harder to spot.

Training helps, but users often quickly forget what they learn if it is not reinforced. By the time a mistake shows up as an alert, the moment to correct it has already passed, and your SOC team is left sorting through the noise of the same repeat behaviors.

Real-Time Coaching closes that gap. It turns the risky moment itself into a lesson, coaching users the instant they need it to reinforce secure behavior while significantly reducing the volume of alert noise for your team.

What is Real-Time Coaching?

Real-Time Coaching is a core capability of KnowBe4's AI-Native Security Awareness Training (SAT) designed to reinforce what your users have learned and change behavior at scale. When someone clicks a suspicious link, tries to access a blocked site or misses a red flag in a phishing test, Real-Time Coaching sends a contextual SecurityTip straight to their inbox or communication tools, explaining what happened and why it matters. This improves knowledge retention, reduces repeat risks and helps users understand the impact of their actions.

Real-Time Coaching connects the training you deliver, the phishing tests you run and the behavior you're actually trying to change, turning individual events into a continuous feedback loop instead of one-off training assignments.

Key Benefits

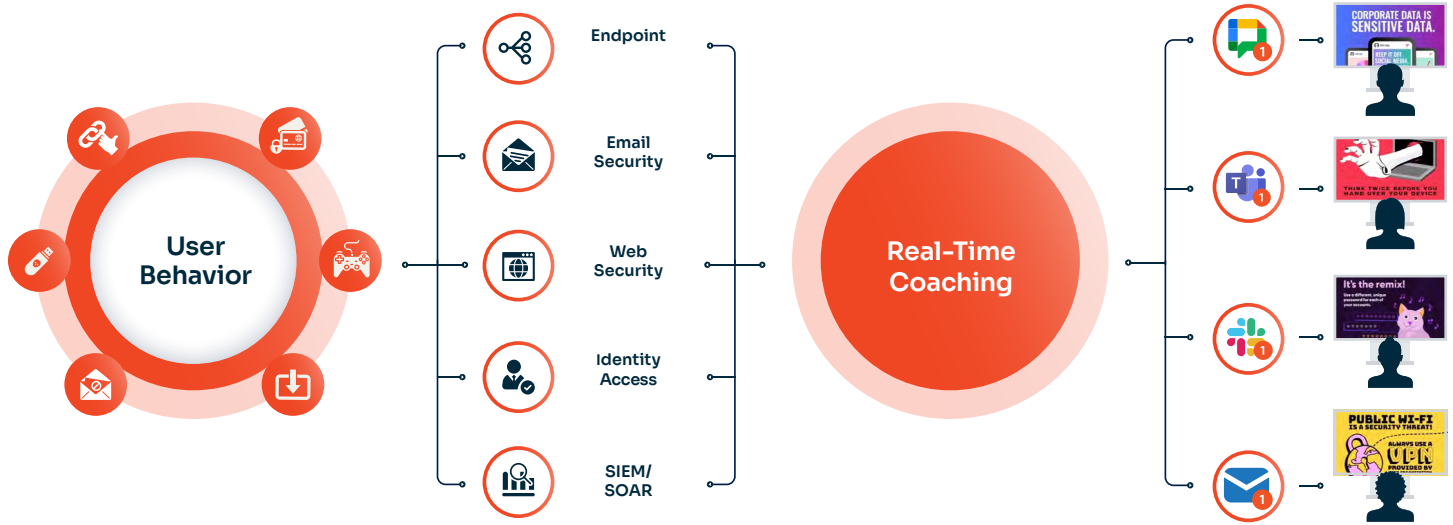
- ▶ Close the training-behavior gap: Nearly 3 out of 4 users don't repeat a risky action after a single Real-Time Coaching message
- ▶ Meet your users where they already are: Delivering immediate SecurityTips through trusted channels including Slack, Microsoft Teams and Google Chat gets a response far more often than email
- ▶ Build a continuous learning loop: Connect training, phishing simulations, and coaching into a single, continuous risk-reduction strategy
- ▶ Reduce the burden on your SOC: Fewer repeat incidents and fewer alerts means less analyst burnout and frees your SOC to focus on high-priority threats
- ▶ Get more from your existing security stack: Turn alerts from tools you're already using into coaching moments
- ▶ Prove impact: Real-Time Coaching directly contributes to your Risk Score, so you can show real, measurable behavior change and reduced risk

How Does Real-Time Coaching Work?

Real-Time Coaching leverages signals from your SAT program, phishing simulations and connected third-party security products from vendors like Microsoft, CrowdStrike, Cisco, and more, to build a fuller, more accurate picture of risk.

Real-Time Coaching continuously reads that combined activity and delivers targeted feedback the instant it's needed, reinforcing the training you've already invested in. The payoff: smarter security decisions, fewer repeat incidents, lower risk and a stronger security culture – all without adding more work for your team.

Real-Time Coaching Workflow



1

Detect

Reads signals from your security awareness training, phishing simulations and connected third-party security tools.

2

Analyze

Analyzes the alert data to identify the best opportunities to coach your users and reinforce training.

3

Coach

A contextual SecurityTip is delivered through Google Chat, Microsoft Teams, Slack or email.

4

Improve

Behavior is reinforced, the Risk Score updates, and repeat incidents and SOC alert volume go down.

Real-Time Coaching Features



In-the-Moment Coaching and SecurityTips

Real-time coaching at the moment risky behavior is detected, sending contextual SecurityTips or nudges through Microsoft Teams, Slack, Google Chat or email, detailing the activity and how to avoid it in the future. Immediately reinforcing security awareness at the point of action is a powerful enhancement for your security culture.



Coaching on Third-Party Risk Signals

Real-Time Coaching connects with existing email, identity, web, and endpoint vendors in the security stack such as CrowdStrike, Microsoft and Cisco, leveraging real-world alerts generated in your environment to drive coaching. This delivers a more comprehensive view of what's happening across your organization.



Real-Time User Messaging

Training notifications, targeted nudges and user messages like 'Security Hints and Tips' or 'Scam of the Week' are delivered through Slack, Microsoft Teams, or Google Chat. This real-time guidance keeps users engaged, reinforces secure behavior and makes learning a part of their daily workflow.



Social Engineering Indicators

Immediate feedback on specific Social Engineering Indicators or "red flags" missed during simulated phishing campaigns, delivered in the channels your employees are already using.



Risk Score & Visibility

Real-Time Coaching contributes to your Risk Score calculation, helping you quantify user-related risk based on what's actually happening in your environment. This gives you a clearer view of risk and a path to reducing it.



AIDA Orchestrated Remediation

When a user fails a phishing test, AIDA (AI Defense Agents) Orchestration autonomously decides whether a quick SecurityTip or a full training assignment fits the risk. This saves admins time and AIDA Orchestration's immediate, contextually appropriate responses drive better behavior change.



Built-In Coaching Categories

More than 20 coaching categories are pre-built by KnowBe4, including Phishing, Data Exfiltration, Risky Web Activity and more. Turn one on and coaching begins immediately without manually writing rules or configuring detection logic.



Detailed Dashboards & Reporting

The built-in dashboard provides an overall summary of coaching and detected security events. The detailed reports provide insights into your organization's security risks and help track trends in your users' risky activity over time.

Powerful Security Integrations

Real-Time Coaching uses standard APIs to quickly and easily integrate with your existing security products from vendors like CrowdStrike, Microsoft, Cisco, Netskope, Zscaler and more. Our ecosystem of [technology partnerships](#) is rapidly expanding to support our customers and strengthen your security culture.

Endpoint Security



Identity & Access Management



Communication



Email & Web Security



SOAR / SIEM



Ready to close the training-behavior gap?



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