

People Are Your Greatest Strength

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20 YEARS OF SECURING PAYMENT DATA

PCI Security Standards Council

As Cyber Threats Continue to Rise

The Top Cyber Threats Target People



The Top Cyber Threats..

1. Social Engineering / Phishing



2. Unpatched systems



3. Malware



What do they have in common?



75% +

Surprised?

https://www.cisa.gov/shields-guidance-families

Why Humans?

We're EVERYWHERE

We try to be GOOD PEOPLE..

….and that makes us VULNERABLE

How Many Phishing emails sent each day?

340,000?

34,000,000?

3,400,000,000?



Spear Phishing..

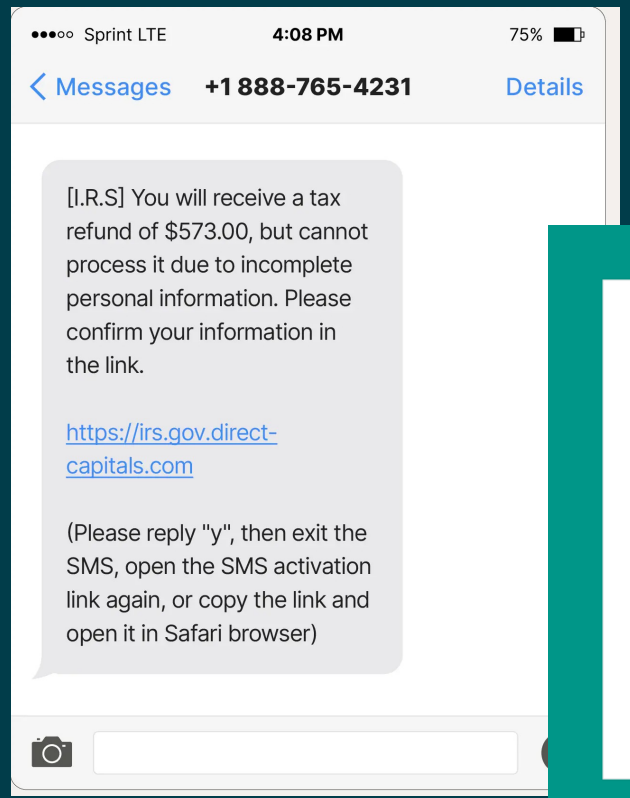
Quishing..

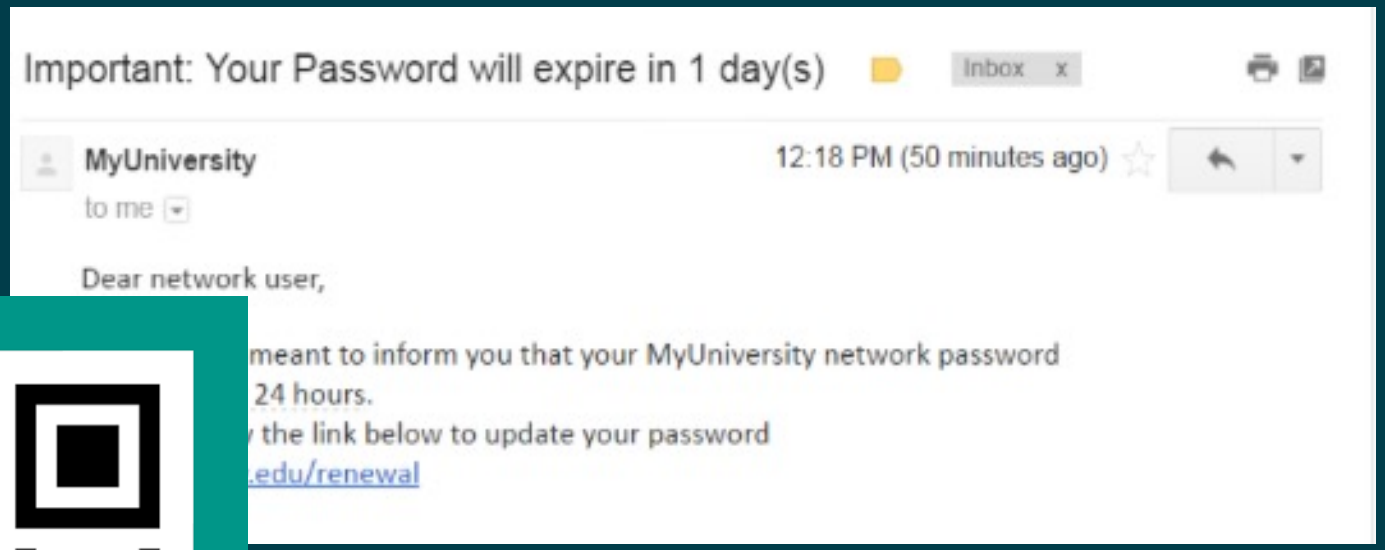
Whaling…

Phishing..

Clone Phishing..

Smishing..





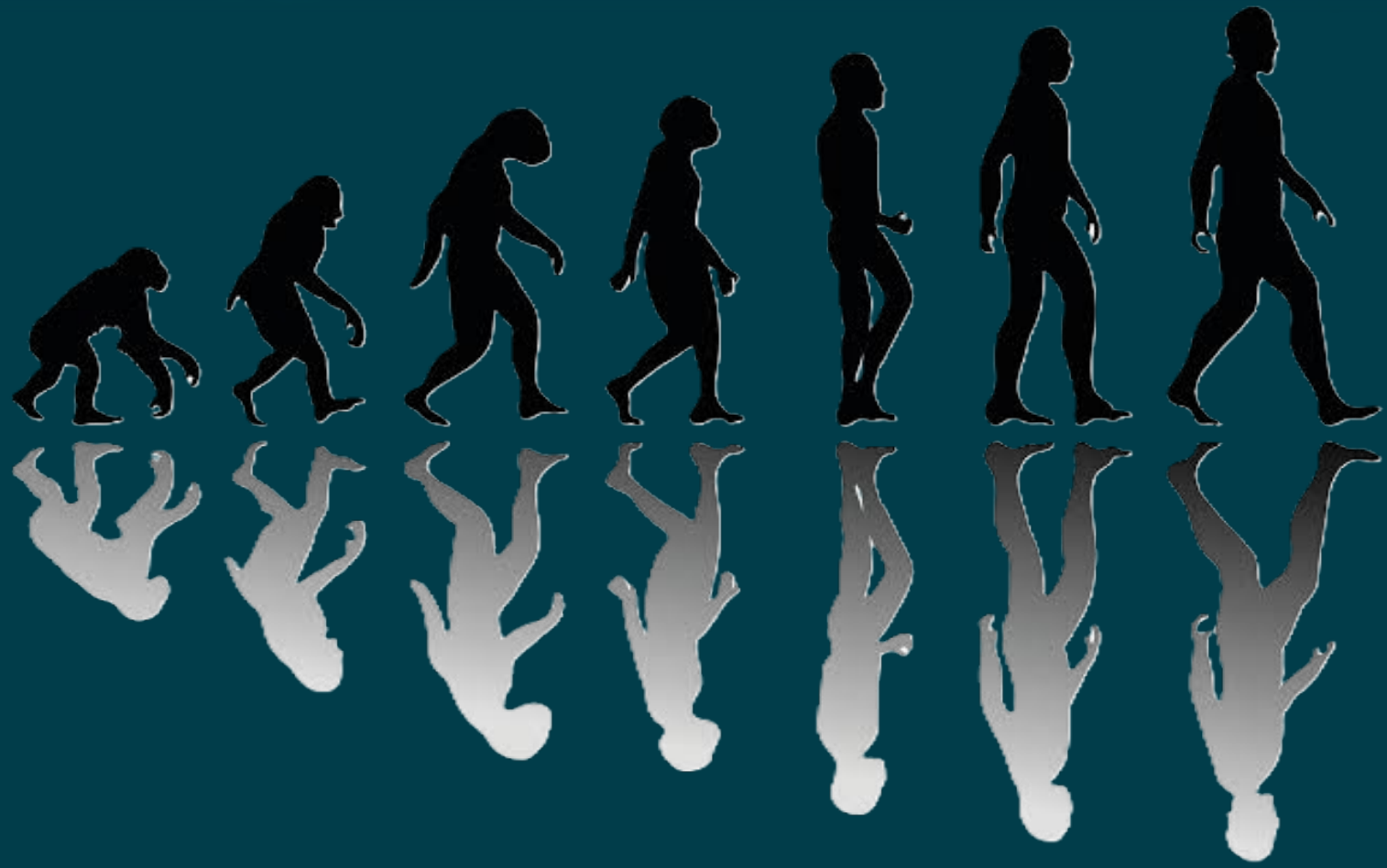


continuously evolving..

Deepfakes

DFaaS

Ready or Not!



The Human Element in Cybersecurity

OK, now what?



Training and Awareness

*Obviously





But what if I told you…

There is an underlying fabric in every organization.

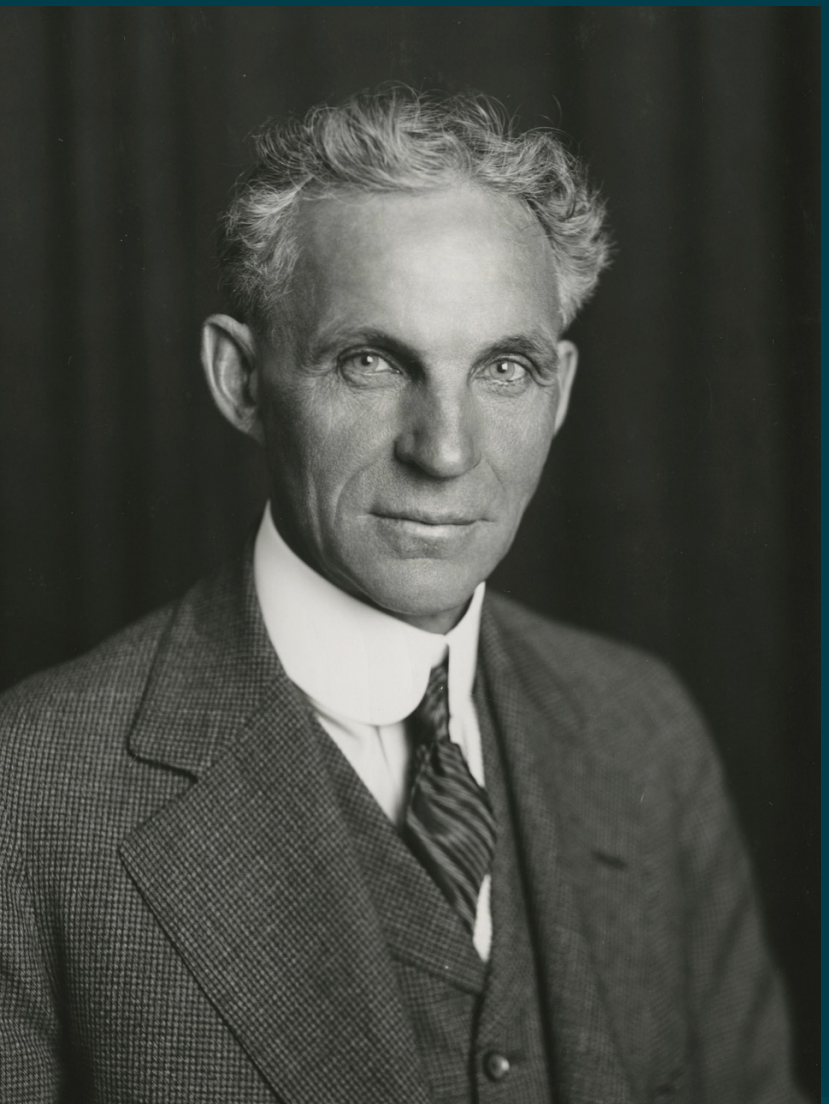
That YOU control

Company Culture

The primary success factor in people-focused Initiatives

START HERE!

“Evaluating organizational phishing awareness training on an enterprise scale” Science Direct 2023 Hillman et all
“The State of the Phish report by Proofpoint Inc. (2022)”



“An ENGAGED WORKFORCE
is just as important as the bottom line”

*- Henry T Ford**

- Trusted Management
- Positive Culture
- MEANINGFUL TRAINING

**may have said this*

Creating Effective Training Programs

Understand your Current Culture of cybersecurity

- **Phish Rate and Completion Metrics**
  - **Good KPI's**
- **Performing a security culture survey**
  - **Does my organization care about security?**
  - **What departments are the least/most security conscience?**
  - **Which employees are the most risk adverse?**
  - **How strong is our culture?**
  - **How effective is our current training program?**

Creating Effective Training Programs

Your Training Program Should be Different than Mine

- Every organization is different
- Specific to your industry
  - Different industries are prone to different threats
  - Healthcare
  - Payment Card Industry
  - Service Organizations

Creating Effective Training Programs

Designing an Effective Training Program

- Initial and ongoing sessions
- Core Security Principles
  - Password Hygiene
  - Safe Browsing Practices
  - Acceptable Use

Creating Effective Training Programs

Elements of an Effective Training Program

- Tailored Training
  - For Each Department
  - Training for Third-Party Vendors and Contractors
  - For Executives

Creating Effective Training Programs

Elements of an Effective Training Program

- Open-Feedback Loops
- Encourage Safe Accountability
- Operational Integration

Creating Effective Training Programs

Fun and impactful cybersecurity training

1. phished.io
2. Cipher
3. Cybersecurity Training by Amazon – lets you test out without taking the course

Creating Effective Training Programs

People are the First Line of Defense!

- The Effectiveness of Training Techniques
- Raise the Overall Security Awareness of Employees
- Enabling them to Make Smarter, Safer Security Choices
- Making them a Powerful First Line of Defense



Creating Effective Training Programs

Everyone Wins!

