Gamification Options

KnowBe4

Phishing Tournament

Engage your users by recruiting volunteers for a phishing tournament!

STEP 1

Get user buy-in.

Post about it on your intranet.

Ask your organization's top email reporters to volunteer and to spread the word.

Communicate the message to management and have them request volunteers from their teams.

STEP 2

Create multiple one-time phishing campaigns throughout the month of October and assign them to your volunteers. We recommend creating 4 one-time campaigns for each week for newer security awareness programs or 10-15 phishing campaigns if you already have a mature security awareness program in place.

- Use the same template topics for the 1st and 4th simulated phishing campaigns of the month. This will help to see your users' progress.
- Use a different topic or a unique pool of templates for the 2nd and 3rd campaigns. We recommend using 4-5 star difficulty templates.

STEP 3

Determine your winners.

- Most reported emails with the Phish Alert Button (PAB) and least amount of failures. If you prefer, you can also reward winners with no failures at all.
- If you have have a tie, you can:
  - Narrow down users by who took the least amount of time to report, or enter all tied users into a raffle for a prize.
  - Reward all users who have had no failures and reported the most emails.

Finding Your Winners

You can find your winners by utilizing the **Phishing Activity Report** in your KSAT console. Select only your phishing tournament campaigns, and use the sorting function at the bottom (or download the CSV file) to determine top reporters and least amount of clicks. You can also start excluding users each week if they failed the previous week by using Smart Groups (see next page).

Prize Ideas

Organization swag, gift cards, time off, certificates, prize items (GoPro, Apple Watch, Bluetooth speaker, MacBook)

Dynamic Smart Groups
for Tournament-Style Phishing

WEEK 1 | **Phishing Tournament Users - Week 1**

The group name must be equal to the Phishing Tournament Volunteers.

WEEK 2 | **Phishing Tournament Users - Week 2**

- The group name must be equal to the Phishing Tournament Volunteers.
- User must have reported a phishing email once from 10/01/2024 through 10/06/2024.
- User must not have failed a phishing test more than 0 times from 10/01/2024 through 10/06/2024.

WEEK 3 | **Phishing Tournament Users - Week 3**

- The group name must be equal to the Phishing Tournament Volunteers.
- User must have reported a phishing email once from 10/07/2024 through 10/13/2024.
- User must not have failed a phishing test more than 0 times from 10/07/2024 through 10/13/2024.

WEEK 4 | **Phishing Tournament Users - Week 4**

- The group name must be equal to the Phishing Tournament Volunteers.
- User must have reported a phishing email once from 10/14/2024 through 10/20/2024.
- Use must not have failed a phishing test more than 0 times from 10/14/2024 through 10/20/2024.

The Golden Phish Contest

> Keep your users on the edge of their seat looking for the Golden Phish!

STEP 1

Announce this contest to your users via your preferred method of communication (intranet, email, Slack or Teams, etc.). This will ensure that your users are on high alert for the Golden Phish! You can also explain how to report a simulated phishing email using the PAB.

STEP 2

Use either your existing recurring phishing campaigns, or create a new weekly recurring campaign for the month of October! Make sure to utilize the **Full Random** feature. In your phishing campaign settings, select a phishing topic with a large selection of templates. This will prevent you from having too many potential winners.

STEP 3

Choose a template out of the pool of templates you will be sending to choose as the "Golden Phish". Don't tell your users what the template is.

STEP 4

The user who does not click the Golden Phish email and reports the email wins! If you have multiple winners, you can do a raffle or choose the user who reported the email the quickest!

Finding Your Winners

You can find your winners by utilizing the **Phishing Activity Report** in your KSAT console. Select only your Golden Phish campaigns, and download the CSV file. You can use the filter function on the Template column of the CSV file to find users who received and reported that template.

Prize Ideas

Organization swag, gift cards, time off, certificates, prize items (GoPro, Apple Watch, Bluetooth speaker, MacBook)
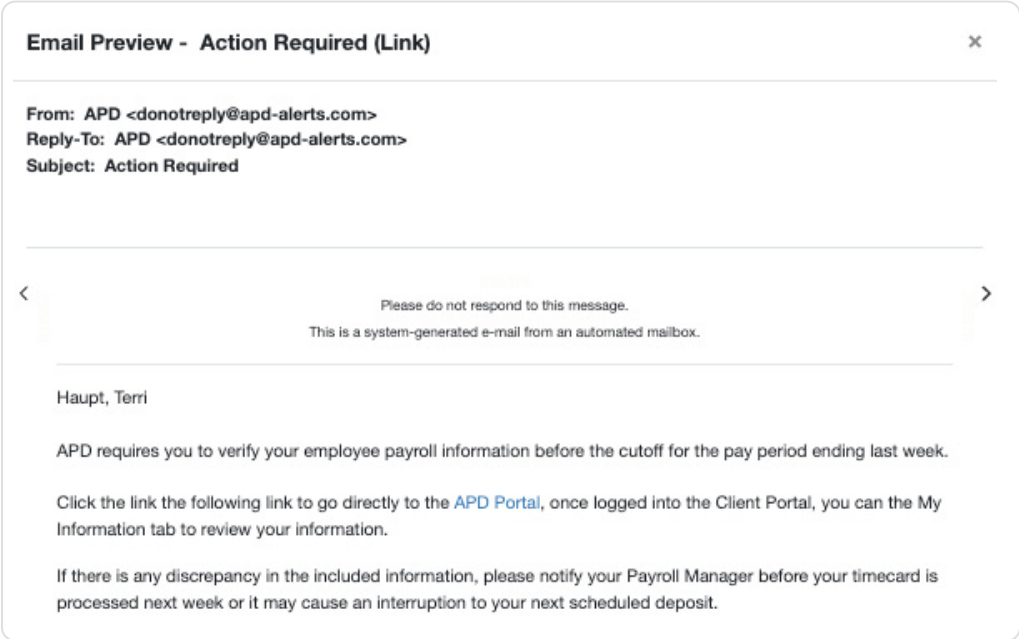
Think Like the Bad Actors Contest
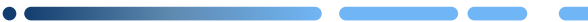
> Get your users involved by submitting their best phishing template ideas!

What have they seen "in the wild" that caught their attention?

Are there any specific corporate groups, events, or activities that their peers might be susceptible to, such as company awards ceremonies or work-from-home policy updates? Your users know your organization best, and they can help think of creative ideas that are tailored to your organization. Think like a bad actor!

The winning template can be used in a future phishing campaign. A win-win!

See the image below for an example.

Email Preview - Action Required (Link) ✕

From: APD <donotreply@apd-alerts.com>
Reply-To: APD <donotreply@apd-alerts.com>
Subject: Action Required

Please do not respond to this message.
This is a system-generated e-mail from an automated mailbox.

Haupt, Terri

APD requires you to verify your employee payroll information before the cutoff for the pay period ending last week.

Click the link the following link to go directly to the APD Portal, once logged into the Client Portal, you can the My Information tab to review your information.

If there is any discrepancy in the included information, please notify your Payroll Manager before your timecard is processed next week or it may cause an interruption to your next scheduled deposit.

Level Up Contest

"Level up" your users each week by starting out with easier tests that gradually get harder over the course of the month.

Use Smart Groups to create a weekly challenge for users who use the PAB. You can run this contest each week in October or keep the fun going throughout the quarter or year!

Create a one-time phishing campaign for each week in October, and set your campaign settings to **Full Random** for sending your simulated tests.

WEEK 1	Use 3-star templates and select non-spoofing topics such as Online Services, Banking & Finance, and Social Networking
WEEK 2	Use 4-star templates and select spoofing topics such as Business, IT, and Mail Notifications
WEEK 3	Use 4-star templates and select spoofing topics such as Business, IT, and Mail Notifications
WEEK 4	Use 5-star templates and select topics such as Business, IT, Mail Notifications, HR, and Reported Phishes of the Week

See the next page for Smart Group examples.

Finding Your Winners

You can determine winners by viewing your Week 4 campaign results and seeing who didn't fail or report the emails. You can award individual users, use a raffle method, or give prizes or certificates to all users who passed the 4th round!

Dynamic Smart Groups
for Level Up Contest Phishing

WEEK 1

Level Up Contest Users - Week 1

The group name must be equal to the Level Up Contest Volunteers.

WEEK 2

Level Up Contest Users - Week 2

- The group name must be equal to the Level Up Contest Volunteers.
- User must not have failed a phishing test from 10/01/2024 through 10/06/2024. (Must have 0 failed phishing tests)
- User must have not reported a phishing email more than 0 times from 10/01/2024 through 10/06/2024

WEEK 3

Level Up Contest Users - Week 3

- The group name must be equal to the Level Up Contest Volunteers.
- User must not have failed a phishing test from 10/07/2024 through 10/13/2024. (Must have 0 failed phishing tests)
- User must have not reported a phishing email more than 0 times from 10/07/2024 through 10/13/2024

WEEK 4

Level Up Contest Users - Week 4

- The group name must be equal to the Level Up Contest Volunteers.
- User must not have failed a phishing test from 10/14/2024 through 10/20/2024. (Must have 0 failed phishing tests)
- User must have not reported a phishing email more than 0 times from 10/14/2024 through 10/20/2024

Take a Chance!
Play Year Round

Incentivize your users by implementing a point system for monthly phishing tests!

If a user passes each month's test *and* reports the email, they get 5 points for that month.

If a user fails a test or doesn't report the email, they lose all their points and then start over.

Ideas for Point Rewards

50-60 points - 1 paid day off
40-49 points - ½ paid day off
30-39 points - pizza party
20-29 points - donuts
0-19 points - assigned training

You can determine points by pulling the **Phishing Activity Report** at the end of the year, choosing your monthly campaign, and downloading a CSV file to sort and filter users.

The Inside Man Viewing Party

Complete all your training for the month to become an "insider" and get some pizza while watching The Inside Man!

IDEA 1

Assign training (or recommended content from our Cybersecurity Awareness Month kit) to your users throughout the month. Users who complete all modules will attend a viewing party (include pizza or popcorn!) to see The Inside Man!

IDEA 2

Users who don't fail a phishing test for the whole month of October and report all of the simulated phishing emails received that month will attend a viewing party for The Inside Man!

Finding Your Winners

To determine winners, use either the **Phishing Activity Report** or **Training Activity Report**!

Badge Collector Contest

How many badges can your users collect from taking training?

Assign one or more training modules to your users. For additional ways to win badges, have your users download the KnowBe4 Learner App and assign optional training!

IDEA 1 | Designate a number of badges you'd like users to collect. Reward users or enter them into a raffle if they collect the badges!

IDEA 2 | Designate a specific badge you would like to have your users collect, and reward those users or enter those users into a raffle for a prize!

Tip: Continue this contest throughout the year to help keep security top of mind!

Cyber Hero

Complete your first training assignment.

Night Owl

Work on a training assignment at night, between 8 PM and 2 AM.

Early Bird

Work on a training assignment early in the morning, between 2 AM and 8 AM.

Pioneer

Be one of the first 10 users to start a training assignment from a specific training campaign.

Lightning Fast

Be the first user to complete a training assignment from a specific training campaign.

New Recruit

Start your first training assignment.

Graduate

Download your first training certificate.

Hat Trick

Complete three training assignments within 24 hours.

Eager Beaver

Complete five training modules from your library.

Linguist

Be one of the first 10 users to start a training assignment from a specific training campaign.

On the Go

Be one of the first 10 users to start a training assignment from a specific training campaign.

Eagle Eye

Report at least 100 simulated phishing emails.

Finding Your Winners

To determine winners, your users will need to send you proof of their badges. They can send you a screenshot of their badges from the Learner Experience.