

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.


Old-School Way


New-School Way


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


 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


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

 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

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

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

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

 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

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