



It's More Than Phishing

How to Supercharge Your Security Awareness Training

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- 20 years in information / IT / cyber security
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Certified Information
Systems Security Professional



About Us

- The world's largest integrated Security Awareness Training and Simulated Phishing platform
- Based in Tampa Bay, Florida, founded in 2010
- CEO & employees are ex-antivirus, IT Security pros
- We help tens of thousands of organizations manage the ongoing problem of social engineering
- Winner of numerous industry awards



Brand Approach Culture

A high-angle photograph of a person's legs and feet standing on a silver step ladder on a grey asphalt surface. The person is wearing dark trousers and black sneakers with white laces and soles. A long, dark shadow is cast on the asphalt, extending from the person and the ladder towards the left. The shadow of the ladder is particularly prominent, showing the rungs and side rails.

What got you here won't get you there

Always start with a thought-provoking quote



Brand

How are you perceived?

What the Experts Say

*“Framing infosec in terms of conflict, with militarised analogies and confrontational language — **not conducive to fostering a spirit of collaboration**. Definitely not helpful to dealing with the degrees of subtlety and nuance that infosec requires.”*

Rowenna Fielding

What the Experts Say

*“If they have to say no, then **offer an alternative** unless the risk is too great. Be able to defend your “No’s”.*

Mo Amin

What the Experts Say

*“I’m starting to come to the conclusion that security people should not be involved in security awareness activities at all. Why is almost everyone so awful at it? **Engage with your comms teams and let them lead.** That’s going to be hard and frustrating, but let them lead. They do comms. Let them lead!”*

Ed Tucker

First impressions count



Don't copy others



How do you logically Compete with Coke?



How do you logically Compete with Coke?

1. Make it taste nicer
2. Make it cheaper
3. Sell it in a bigger bottle



Closest competitor

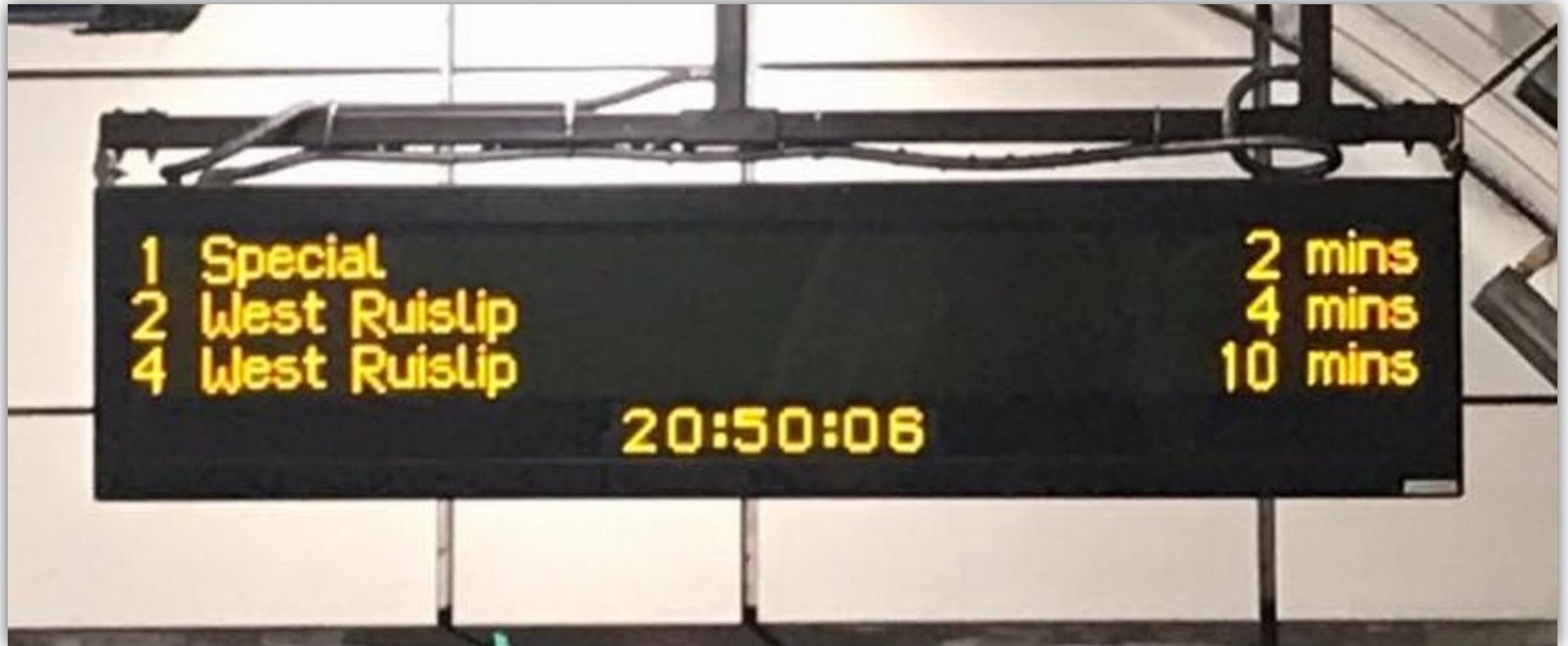
1. ~~Make it taste nicer~~ Tastes Horrible
2. ~~Make it cheaper~~ Costs more
3. ~~Sell it in a bigger bottle~~ Tiny Can

Closest competitor

- ~~1. Make it taste nicer~~ Tastes Horrible
- ~~2. Make it cheaper~~ Costs more
- ~~3. Sell it in a bigger bottle~~ Tiny Can



Provide the right information



CONTEXT IS KING

WE DON'T SEE OBJECTIVELY

A	B	C
12	13	14

sketchplanations

Approach



A flower is a weed with a marketing budget

A person wearing a white martial arts gi with a black belt, standing with their fists clenched in a determined stance. The image is overlaid with a semi-transparent grey filter.

More training!



**Think like a marketer,
Not like a trainer**

Training or Awareness?



ModStore Browse Library Brandable Content Uploaded Content

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THE INSIDE MAN

SEASON 3 OUT NOW

Video Module | 2 minutes | January 2021

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Content Types: All | Topics: All | Search: Search

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Recommended



2021 Kevin Mitnick Security Awareness Training - 15 Minutes
Training Module



Spot the Phish Game
Game
Already Added



Security Snapshots #04 - Document Disposal
Video Module



The Inside Man: Season 3 Ep 01 - Getting In
Video Module
Already Added

Foundational



The art and craft of storytelling

A high-speed train, likely a Shinkansen, is stopped at a station platform. The train is white with a yellow stripe and has the number 3003 visible on its side. The station has a large, arched glass and steel roof. The text "Objective reality and subjective experience" is overlaid in orange on the train.

Objective reality and subjective experience

Perceptions matter





Betty Crocker cake mix



NEW! Betty Crocker
Honey Spice Cake Mix



**YOU ADD THE EGGS
FOR THAT SPECIAL
HOMEMADE GOODNESS**

High, Moist Cakes

No other cake mix you can buy can give you higher, moister cakes. And no wonder!

1. Betty Crocker Cake Mixes contain Softasilk, the premium quality cake flour.

2. You get a fresh egg cake, because you add the eggs.

3. There's a full pound and a quarter of cake mix in the package—more than any other nationally sold cake mix.

NEW!

Smoother batter—Easier beating!

All Betty Crocker Cake Mixes are improved! You have easier directions than ever to follow—to give you a smoother batter with easier beating than ever before! Look for them in their new packages at your grocer's, now!



There are two kinds of cake mixes. This is the only nationally sold cake mix that lets you add the eggs—the only one that gives you that special homemade goodness.



**Betty Crocker
CAKE MIXES**



Culture



Share stories from the top



Create Leverage

A photograph of four young women inside a car. One woman is in the driver's seat, wearing sunglasses and a dark top, smiling. Three other women are in the back seat, also wearing sunglasses and smiling, with their hands raised in the air in a celebratory gesture. The car's interior, including the steering wheel and dashboard, is visible. The background shows a bright, sunny day outside the car windows.

Designated Driver

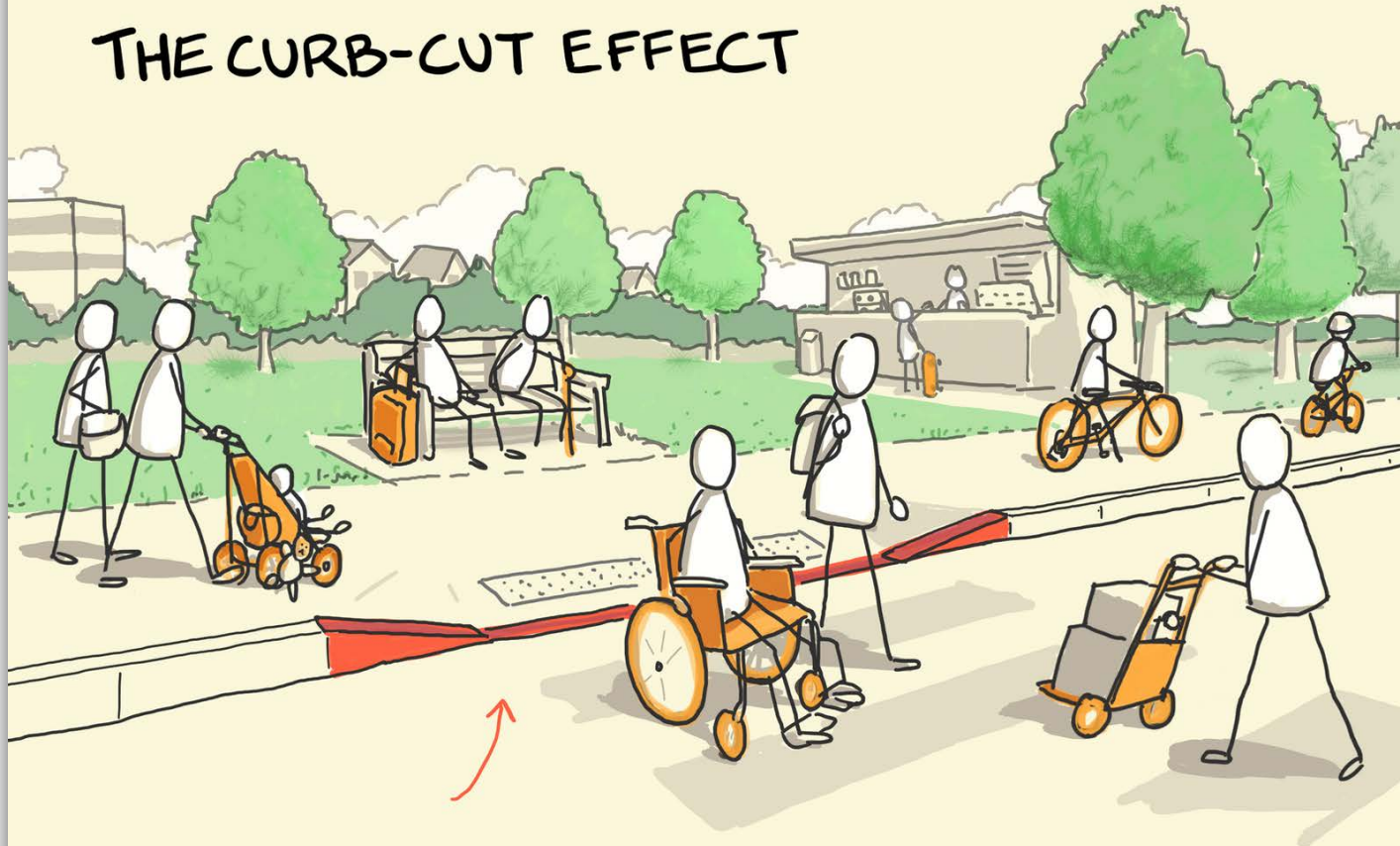


Complimentary Dessert

Two glasses of water are shown side-by-side. The glass on the left contains still water, while the glass on the right contains carbonated water with many bubbles rising to the surface. The text 'Choice Architecture' is overlaid in the center in a bold orange font.

Choice Architecture

THE CURB-CUT EFFECT



WHEN WE DESIGN
FOR DISABILITIES

... WE MAKE THINGS
BETTER FOR EVERYONE

sketchplanations

Actions

- Speak to internal comms / marketing
- Build a security champions programme
- Balance out training and awareness material



Thank You

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KnowBe4
Human error. Conquered.