

KnowBe4
Human error. Conquered.

CISO Alliances



Transforming Training into Action

Empower, Protect, and Manage Your Human Risk

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Drivers Behind Security Breaches:

1. Growing Attack Surface
2. Sophistication of Attacks
3. Value of Data
4. Pandemic-Related Shift
5. Lack of Cyber Hygiene
6. Slow Adoption of Security Measures



**OK, SO NOW
WHAT?**

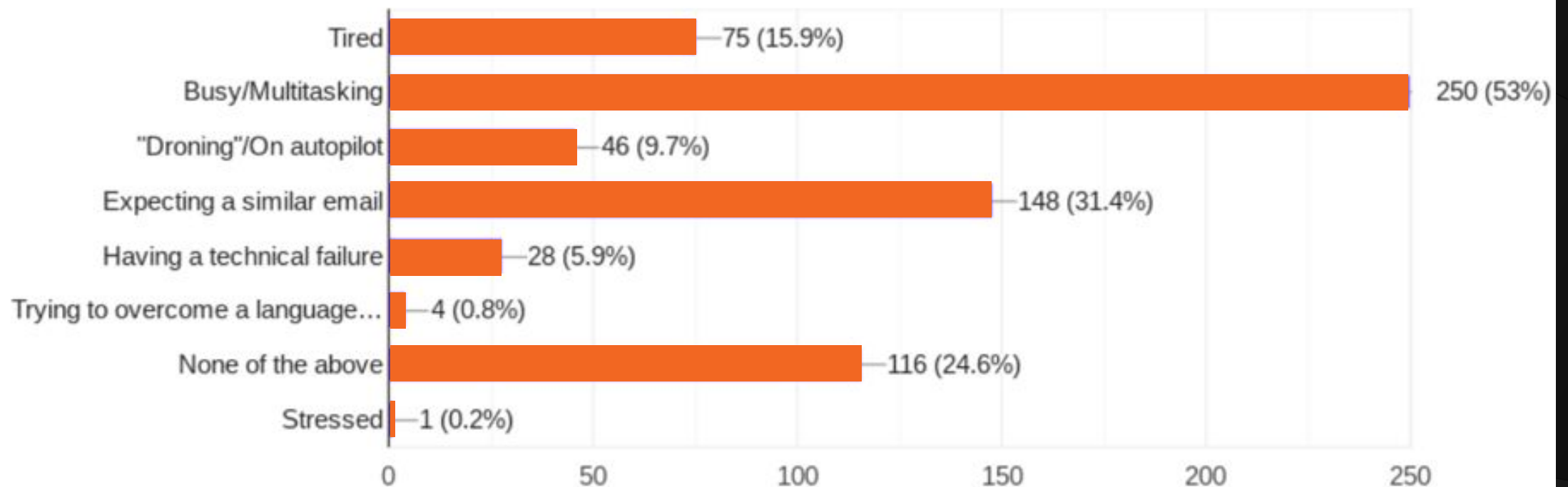
People are a
critical layer
within the
fabric of our
Security
Programs



When viewing the PST, I was... (Pick as many that apply)



472 responses



“

In other words...

The problem with **awareness** is that *awareness* itself **does not automatically result in secure behavior.**

”

A problem of definition



“

Security Culture:
The **ideas, customs** and **social behaviours** of an organisation that influence its security.

”

“You get the culture you ignore.”

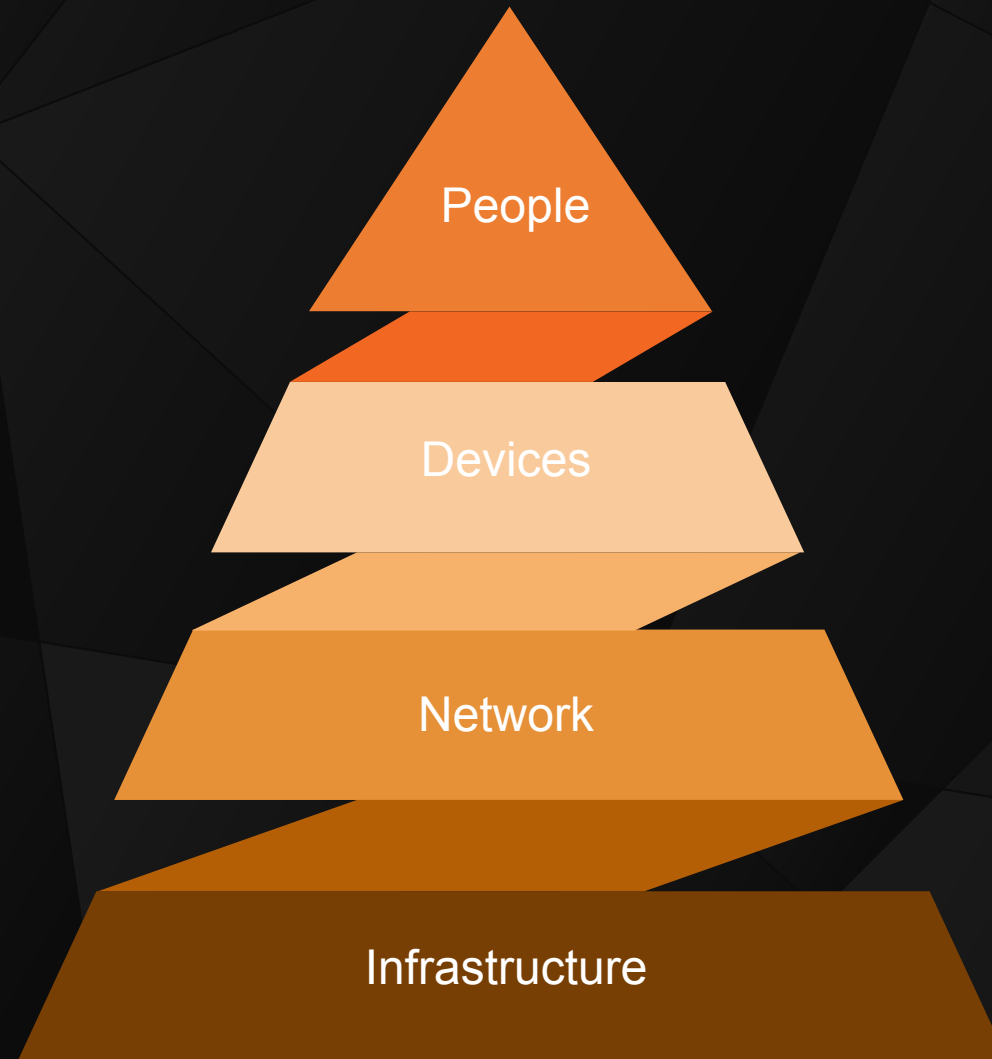
-- John R. Childress

Building a

HUMAN FIREWALL

is about the intersection between
Awareness, Intention, and Behaviour.

Modern Security Stack



Mindset & Culture

'Zero-Trust' approach means not trusting anything by default and verifying everything.

Applied to humans it calls for:

- A healthy dose of skepticism
- Constant verification

Mindfulness practices encourage to:

- pause before reacting
- engage intentionally and thoughtfully



Human Risk Management



The evolution of “Awareness Training”



The “Do-It-Yourself” era of in-house, ineffective offerings



Content and Newsletter vendors offering stale answers to a fresh problem



The start of the first behavior management awareness programs
The rise of Ransomware created a market inflection point



Ability to report relevant analytics pertaining to behavior change, human risk, and engagement
Statistics interesting to executive teams, boards, regulators, auditors
Converges with the maturation of IT security as a discipline



The rise of security culture management
Awareness permeates throughout the entire organisation
Collectively mitigates the risk of the human element
Converges with the maturation of the CISO role

Human Risk Management



Do phishing simulations and awareness training reduce cybersecurity risk?

1. About **60,000** customer organisations
2. **32,604,108** separate individual users
3. **493,871,295** Phishing Security Tests (PSTs)



PST frequency	1 ≥ Monthly	Quarterly	Annually	< Annually	Aggregate (excl. never)
≥ Weekly	96%	84%	88%	89%	89.25%
Bi-Weekly	83%	77%	80%	82%	80.33%
Monthly	74%	71%	74%	74%	73.39%
Bi-Monthly	50%	60%	63%	72%	65.31%
Quarterly	53%	55%	52%	53%	53.00%
< Quarterly	35%	35%	39%	41%	38.95%

Table 1: Average improvement rate of Phish-prone Percentage by average PST frequency and average training frequency (for users active on the platform for five years or more)

Phishing Simulations Improvements

Average user's Phish Prone Percentage is:

- 30%+ for untrained, untested users
- 10.69% when done less than quarterly
- 8.92% with quarterly PSTs
- 5.48% monthly

- **1.79% with PSTs weekly or more**



Human Risk Management



Topics that matter

Ethics/Employment Law



FMLA for Managers and Leaders ✓

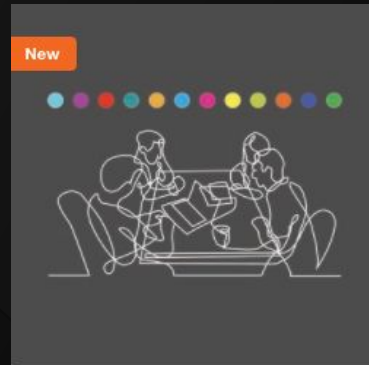
Training Module

Harassment



Sexual Harassment Prevention for Managers ✓

Diversity, Equity, & Inclusion (DEI)



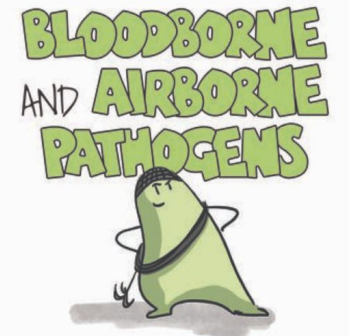
An Introduction to Diversity, Equity, and Inclusion in the Workplace ✓

Data Privacy & Protection

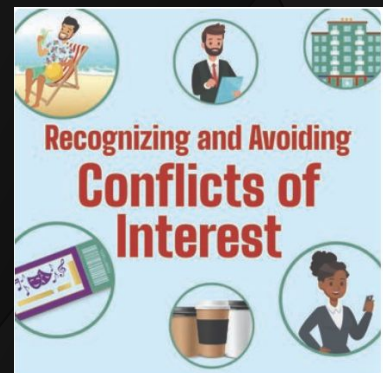


Payments, Cards, and Information ✓

Workplace Safety



Bloodborne and Airborne Pathogens ✓



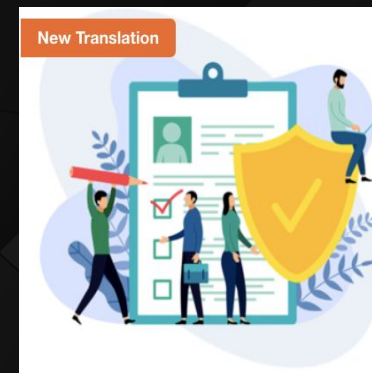
Recognizing and Avoiding Conflicts of Interest ✓



Protected Classes: Taking Action Against Harassment ✓



Disrupting Our Unconscious Bias ✓



Privacy Rules and Regulations ✓

WORKPLACE ASSAILANT: AWARENESS



Workplace Assailant: Awareness ✓

Human Risk Management



Incident Response



User Reporting



Automatic Message Prioritisation



Message Classification



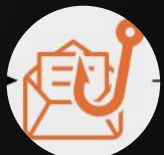
Threat Identification & assessment



Rules based Integration and Action



Threat intelligence & Global Blocklist



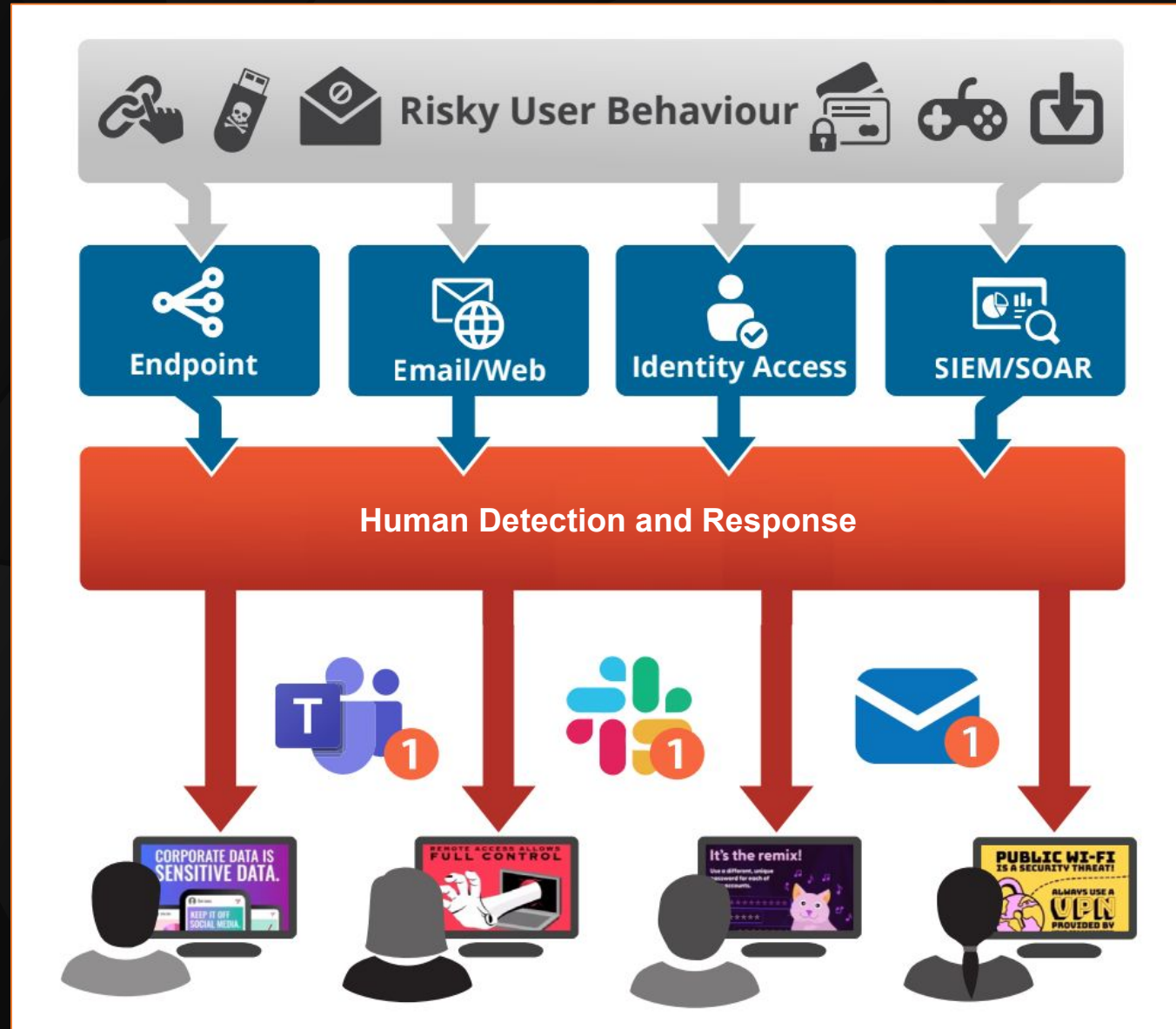
Malicious content conversion



Human Risk Management

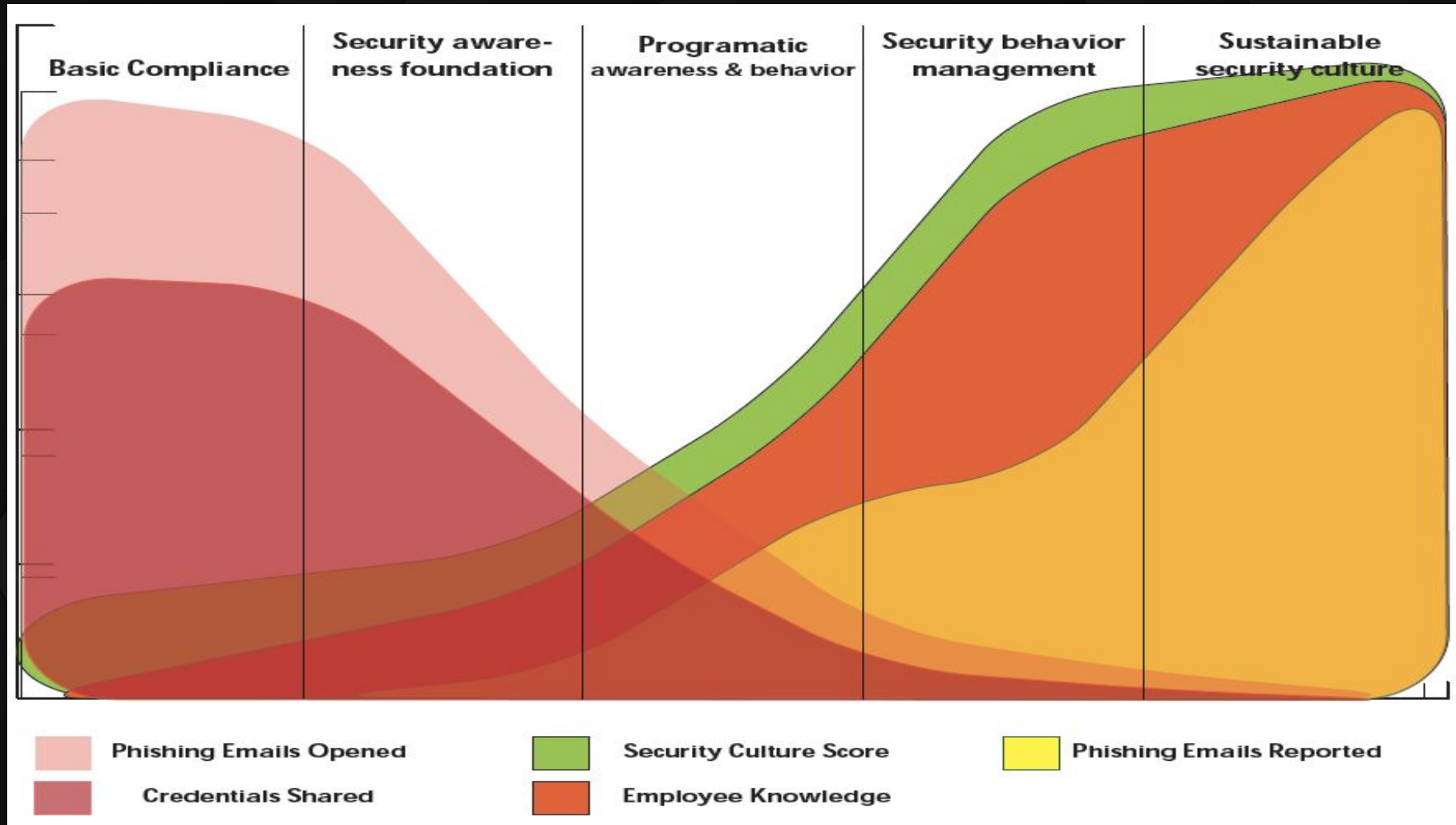


Human Detection and Response

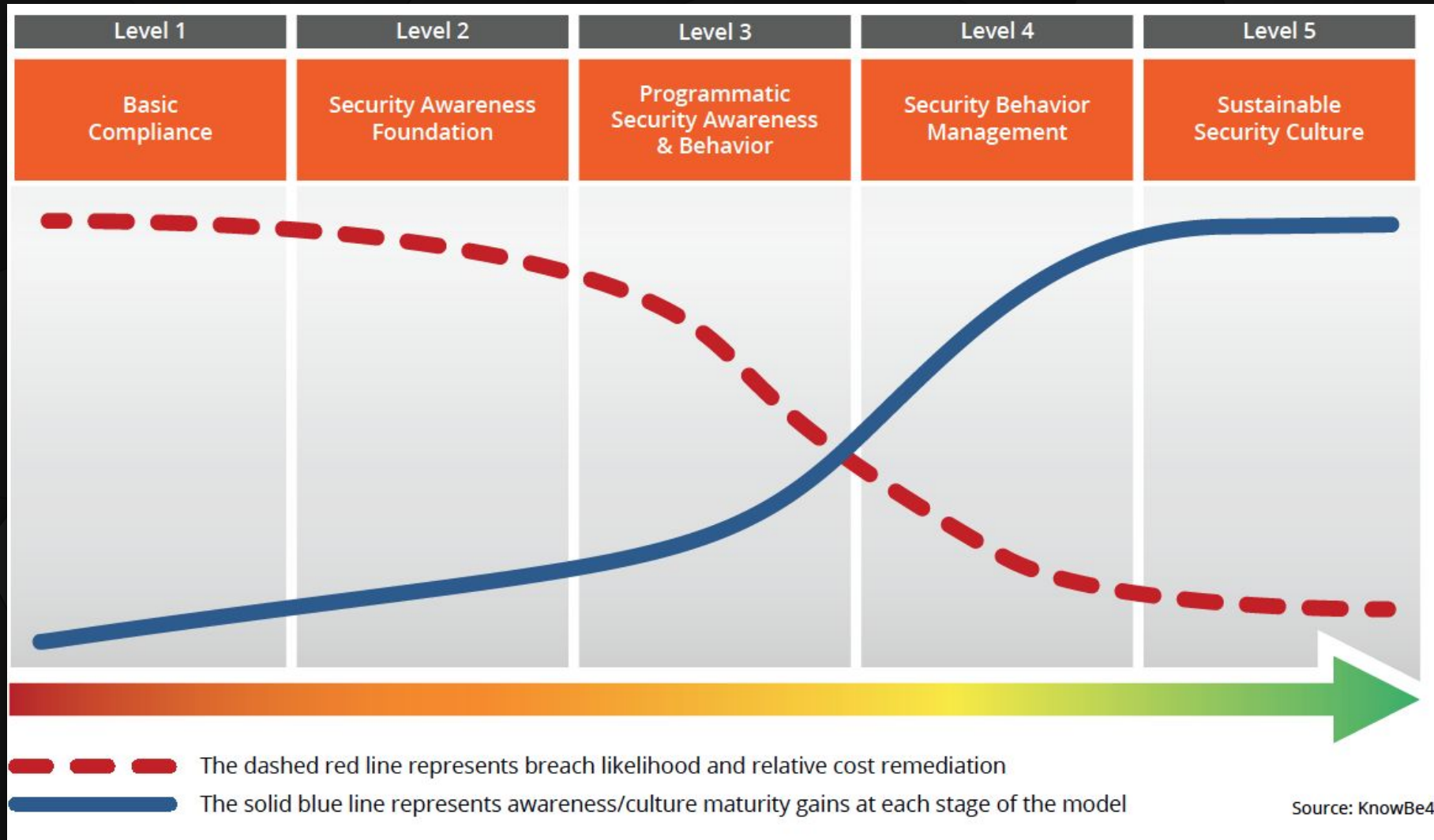


Security Culture Maturity Model

The Security Culture Maturity Model



The Security Culture Maturity Model





Thank you and Questions

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