June 28, 2019

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CYBERSECURITY | INNOVATION . AWARENESS . TRAINING

Innovations in Cybersecurity Awareness and Training:

A 360-Degree Perspective

NIST National Institute of Standards and Technology U.S. Department of Commerce

June 28, 2019

Human Factor Is Critical to Digital Transformation Success

By Markus Darby and Tony Rudolf

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A 360 -Degree Perspective

NIST Gaithersburg, MD

National Institute of Standards and Technology
U.S. Department of Commerce

Why is the Human Factor Critical to Training Success?

Important to You or Them?

YouTube?

Social Media?

Compliancy or Proficiency?

Simple Adoption?

Practical Exercises?

Retain Attention?

INFLUENCING FACTORS

What Can Go Wrong?

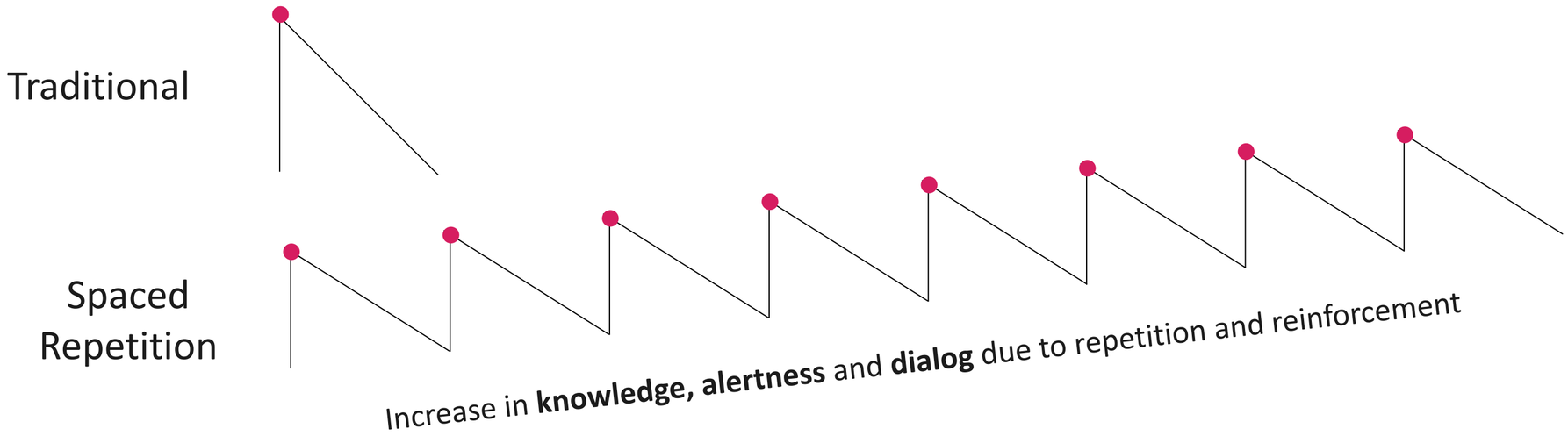
1. Ebbinghaus Effect
2. With Time, We Forget
3. How People Learn

Can We Reinforce Learning?

THE CHALLENGE

How Critical is the Human Factor to Success in Cybersecurity Awareness and Engagement Training?

Knowledge + Alertness + Dialog
Via Spaced Repetition

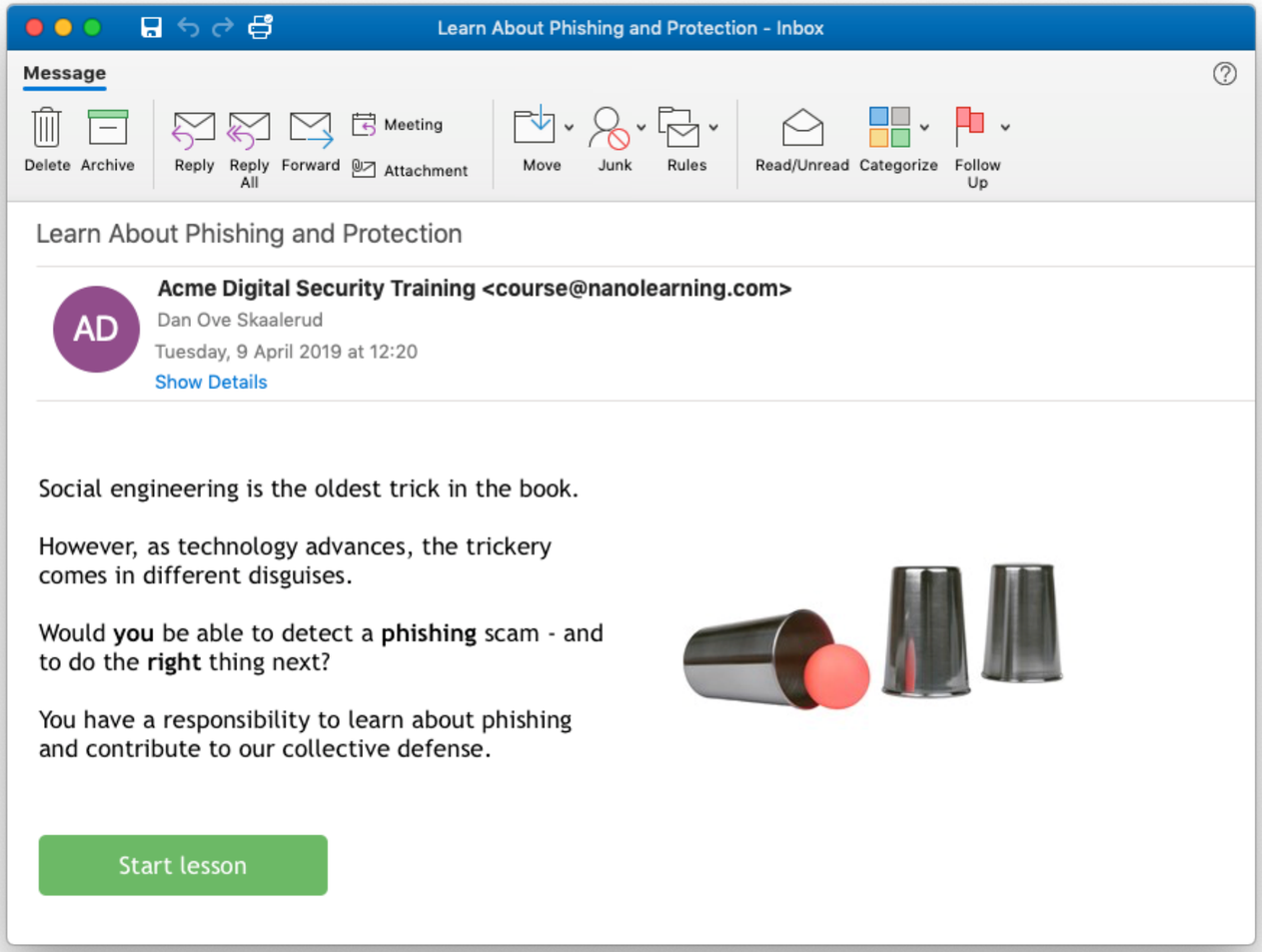


Spaced repetition is a learning technique that incorporates increasing intervals of time between subsequent review of previously learned material in order to exploit the psychological spacing effect. (Wikipedia)

THE PROCESS

Cybersecurity awareness must be a continuous process, not an annual event

THE END-USER EXPERIENCE



Clean, Easy, I Can do this!

No typical 20-30 item menu

Eliminate the Extraneous

Once started, 97-99 % completion

Any device, any operating system, any browser

THE MANAGEMENT

Culture Shaping -

Stop

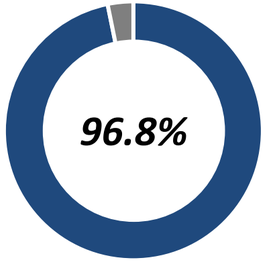
Think

Ask

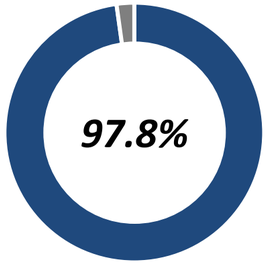
Report

Singular, Key Message for Security Culture Dialogue

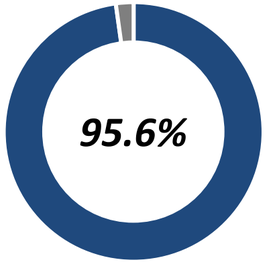
THE RESULTS



of users **said they think more about information security** in their everyday work with the program

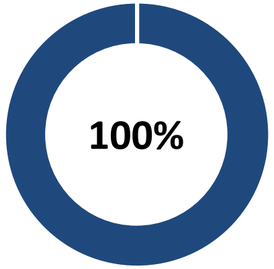


of users **liked that the lessons were short**

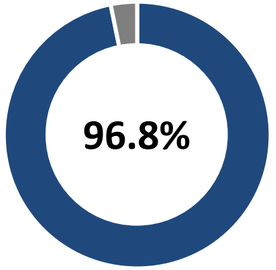


of users **liked** that the lessons were **delivered by e-mail**

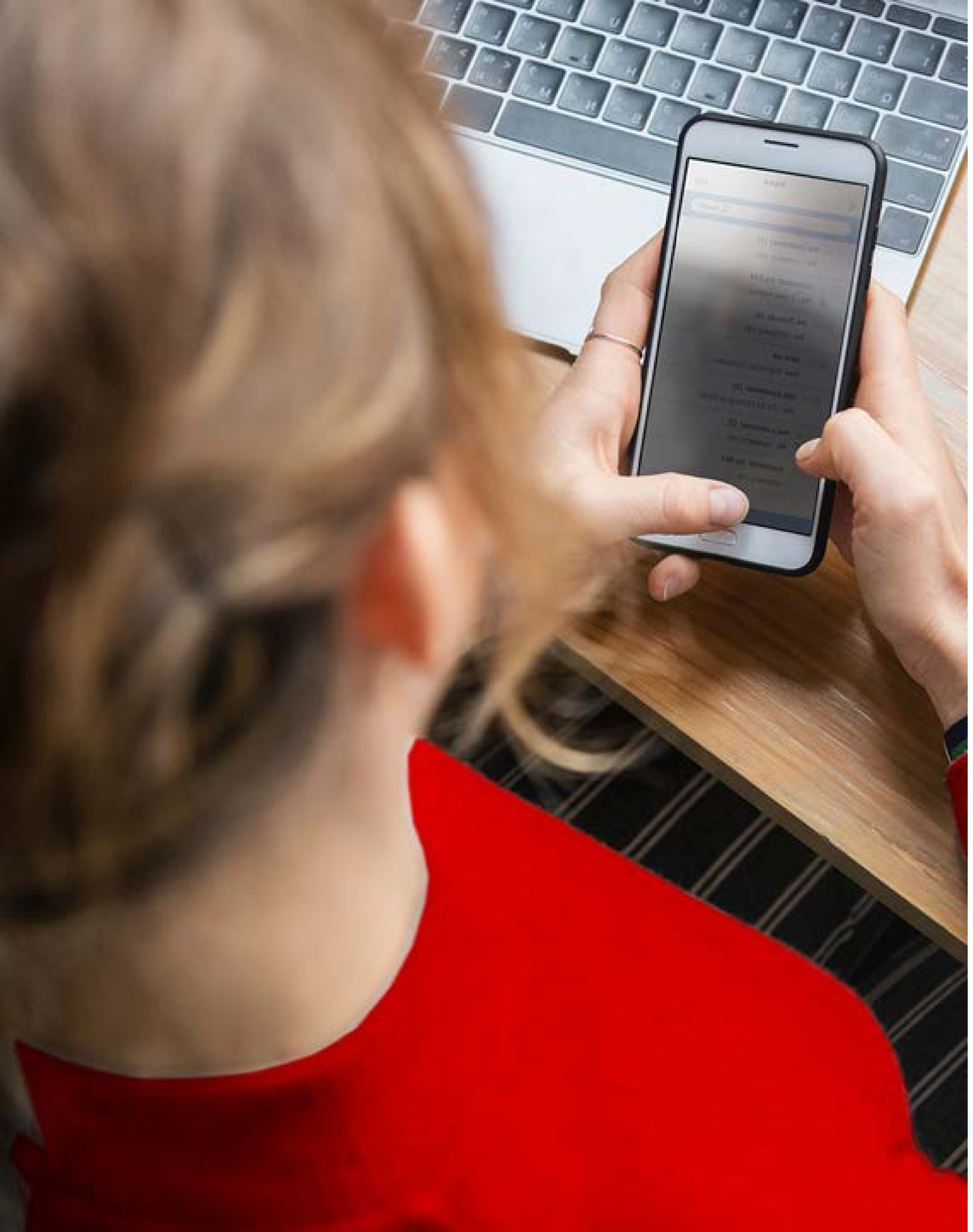
consumable content focus drives high adoption



of users said the **content had a good level**



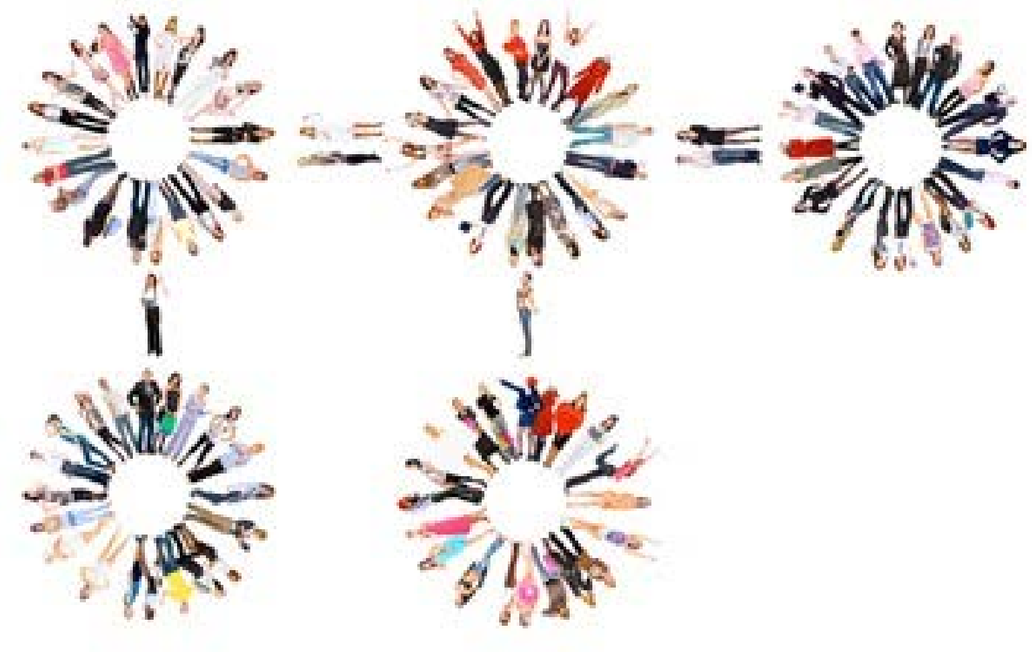
of users **would recommend** the method **to others**



SPECIAL OFFER

- Send Your Email Address to:
  - markus.darby@itgonline.com
- To Receive:
  - Sample Security Lessons
  - To Be Taken on Any Device

The Human Factor is critical to Digital Transformation in Cybersecurity Awareness Training



Thank You!