

Measuring User Behavior

The 12 Key Metrics for Security Awareness

Mike Murray- Managing Partner
Katrina Rodzon- Manager Security Behavior Design



For a sample of the cultural assessment
report email culture@madsecurity.com

Frequency

Frequency of Analysis

The 12 Key Metrics for Security Awareness

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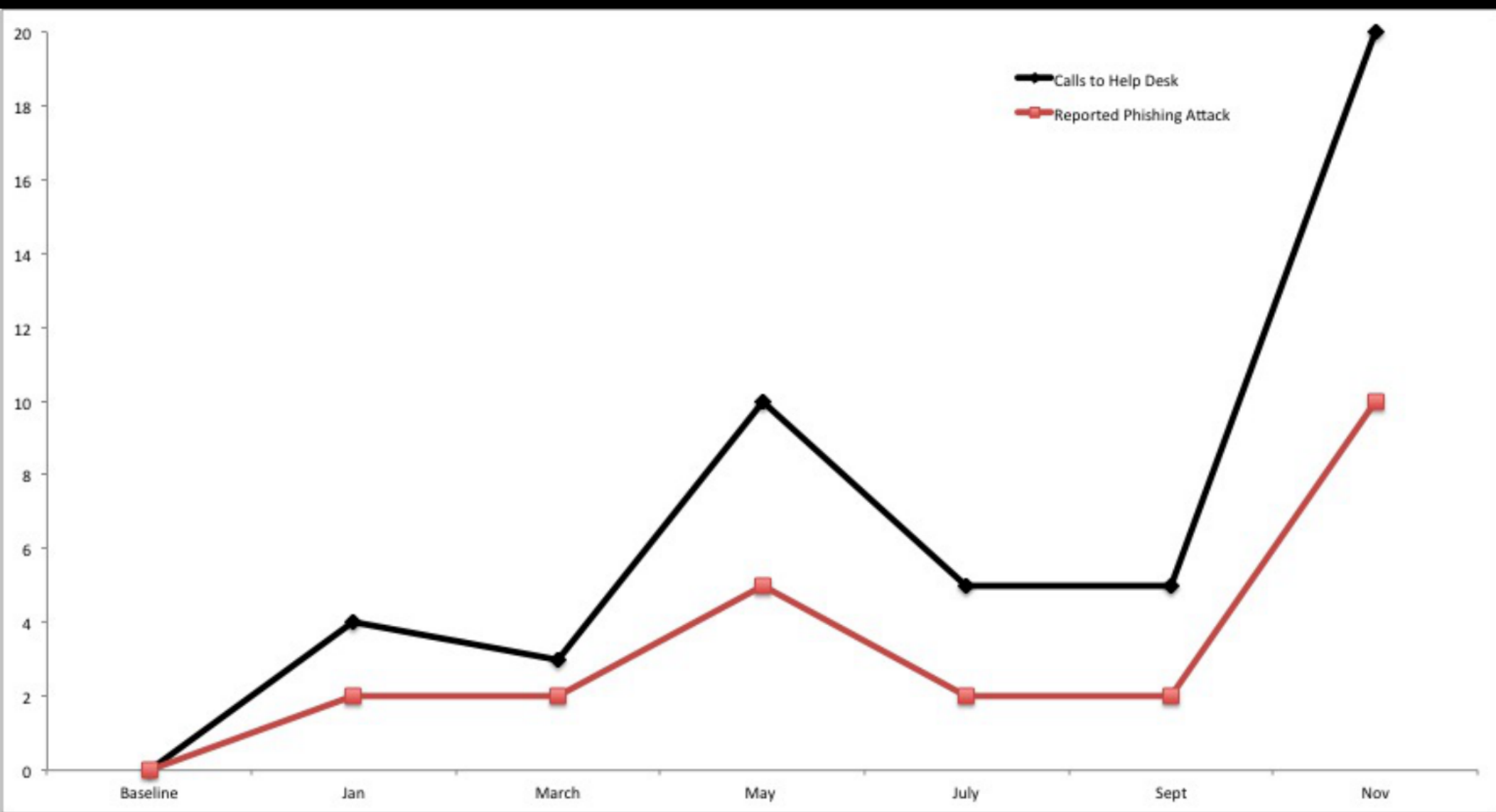
Security

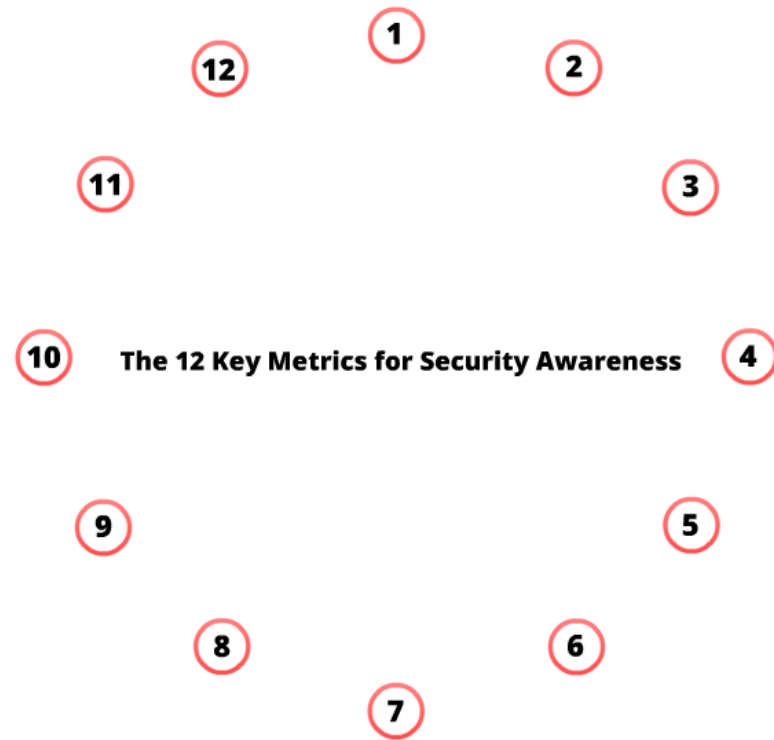
Human beings adjust behavior based on the metrics they're held against. Anything you measure will impel a person to optimize his score on that metric. What you measure is what you'll get. Period.

Dan Airely

Harvard Business Review

Measuring User Behavior





Security Responsiveness

Key Metric:

Number of Reported Incidents

Sensitive Data Handling

Key Metrics:

DLP Violations

Audit for PII/Sensitive Data leakage

Online/ Browsing Hygiene



Key Metric:

**Number of visits to unapproved sites
(from Web Content Filter or IDS/IPS)**

Email Hygiene

Key Metrics:

**Email Filter Acceptable Use Violations
Abuse / AUP Violations reported to HR**

Phishing Resilience

Key Metrics:

Phishing Audit Susceptibility

Phishing Audit Report Rate

Probable Phishing Attack Rate



Passwords

Key Metric:

Average time to crack (MTTC)

Insider Threats

Metric:

Detected Insider Attacks

Reported Insider Incidents

Working Remotely

Key Metric:

**Attack Incidents through VPN
% of Infections While Remote**

Device Protection

Key Metrics:

Number of lost devices

Average time to report loss

Online Information Hygiene

Metric:

Social Media Audit

Computer Behavior Awareness

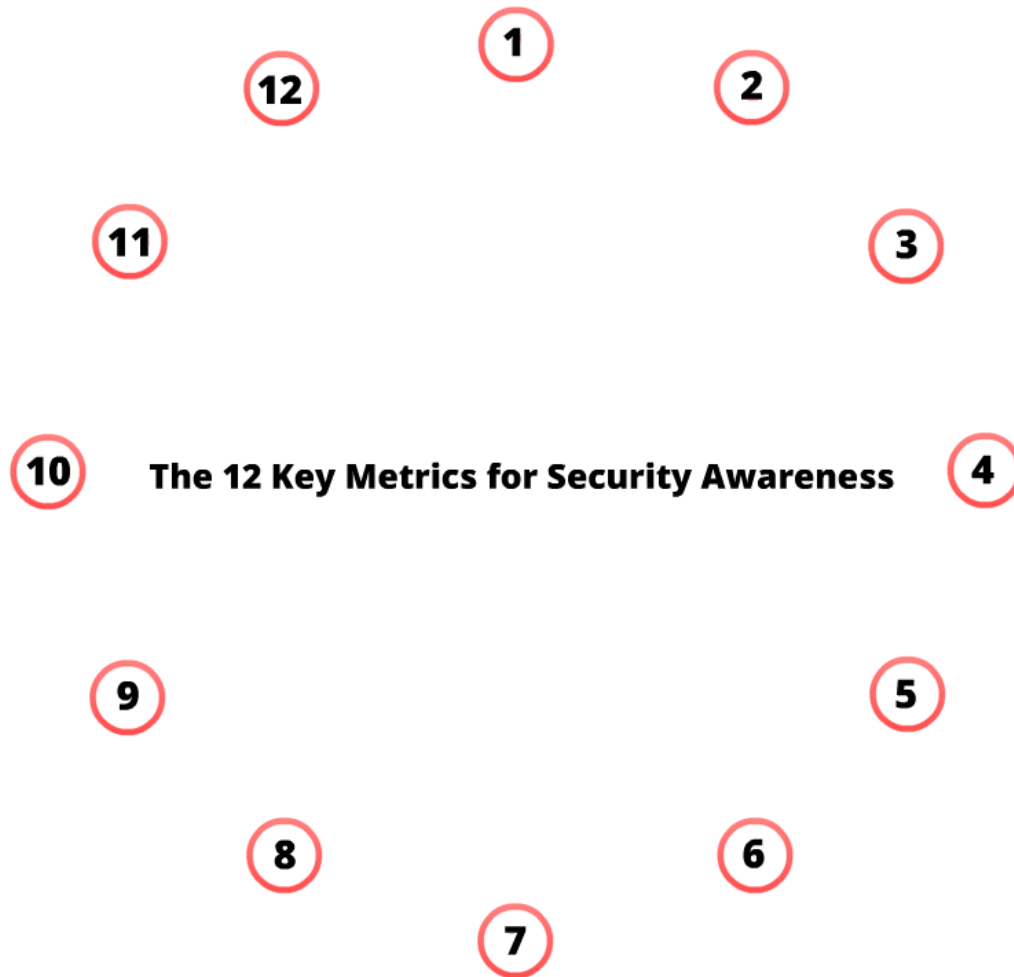
Key Metric:

% of infections user-reported

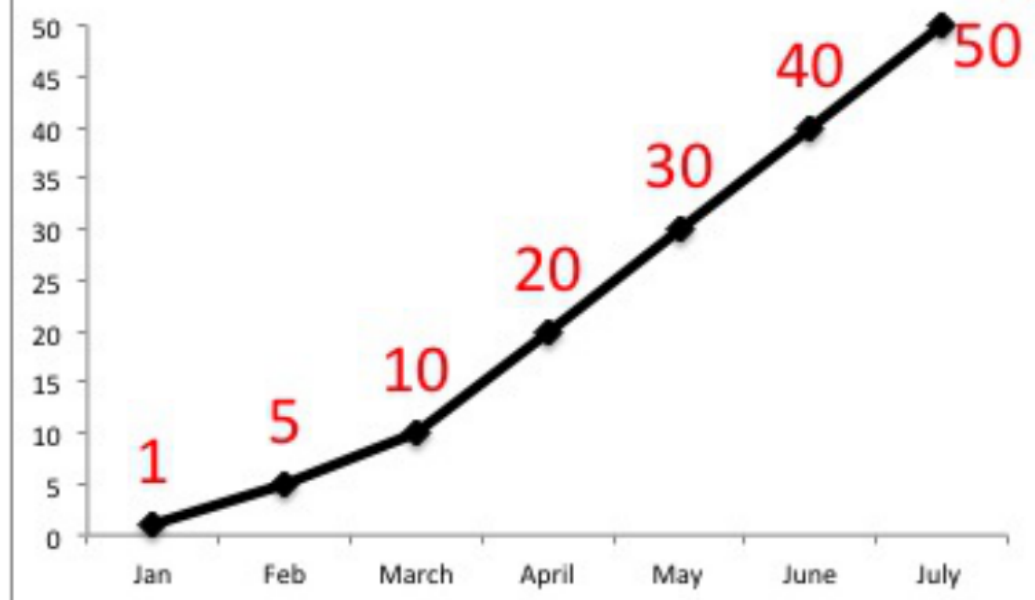
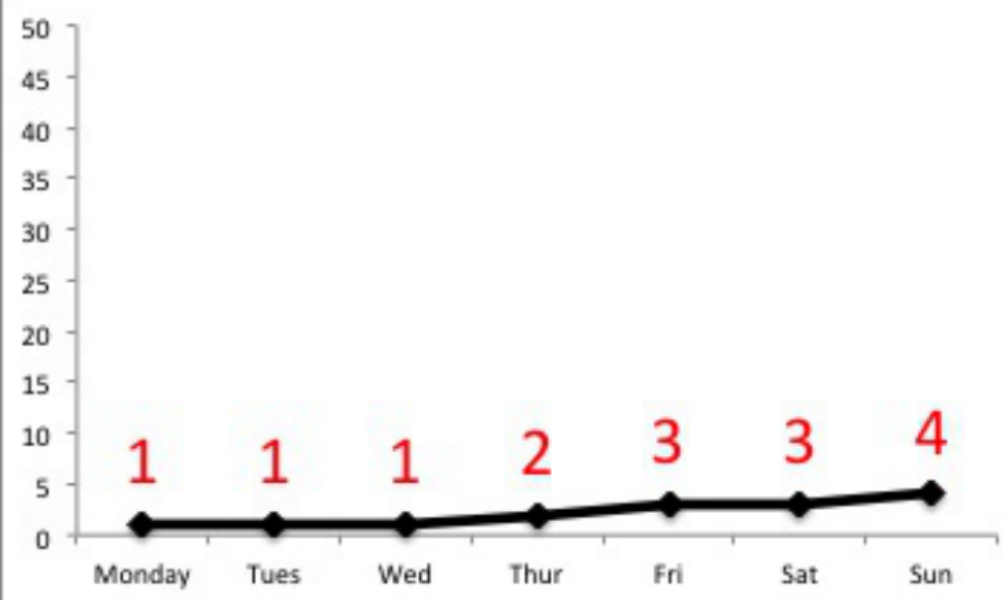
Physical Security

Metric:

Physical Security Audit



Frequency



Type of Collection:

Assessment

Real-World



Security

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