Reference Handout for Security Awareness Smartcuts

Why a separate handout and not just copies of the slides?

The slides are optimized for a live presentation. Putting the reference links and extra words on the slides would be too much information and noise and would distract from the presentation. Slides with tons of information on them have a huge cognitive load – this means that there's too much information coming in for the brain to handle while listening to the speaker. To reduce cognitive load, we can:

- Progressively reveal information,
- Condense the text on the screen, and
- Replace text with relevant images.

Slides should tap into the emotional side of our audience's brain. The slides should reinforce the words, not repeat them. Great slides should demonstrate, with emotional proof (pictures, not bullet points) that what we're saying is true.
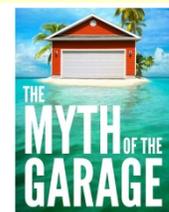
Resources and Links

Smartcuts by Shane Snow

"Your Brain on Fiction" by Annie Murphy Paul
http://www.nytimes.com/2012/03/18/opinion/sunday/the-neuroscience-of-your-brain-on-fiction.html

Free ebook, ***The Myth of the Garage***, by Chip and Dan Heath

http://www.amazon.com/Myth-Garage-Chip-Heath-ebook/dp/B00755MHA4/ref=sr_1_1

Compilation of Season 1 of the **Aggrieva** compliance videos. These are training videos produced by BearingPoint in association with Resonate Pictures of Lawrence, Kansas. These podcast length videos were used in ethics and compliance training for 15,000 professional consultants in 60+ countries. They were extremely well received by the management and employees. They won the Silver Davy Award and were finalists for the Accolade and Aegis awards.

https://www.youtube.com/watch?v=muNQw3gvBxI

Juice Jacking, article by Brian Krebs

http://krebsonsecurity.com/2011/08/beware-of-juice-jacking/

Juice Jack Defender

http://www.chargedefense.com/

Voice and Tone, writing for MailChimp

http://voiceandtone.com/

Spoonflower passwords fabric by Lorrie Cranor http://lorrie.cranor.org/

http://www.spoonflower.com/fabric/2715686

(link is for the clean version, without offensive words)

Statistics on use of images in marketing
http://www.shutterstock.com/blog/why-we-prefer-pictures-its-the-way-that-youre-wired

Also see *Brain Rules* by John Medina
http://brainrules.net/

Six Word Stories – not in the presentation, but a great way to construct long, memorable passwords

http://www.sixwordstories.net/

Stories in This Presentation

- Ben Franklin and Frank Abagnale, Jr. − *Smartcuts* by Shane Snow

- Surgeon's Improve After Seeing Peers Fail − *Smartcuts* by Shane Snow

- Viral Compliance Videos −*The Myth of the Garage*, by Chip and Dan Heath

- Cryptowall Ransom and Helpful Hackers – How My Mom Got Hacked, by Alina Simone
  http://www.nytimes.com/2015/01/04/opinion/sunday/how-my-mom-got-hacked

- Honey, what's our ATM PIN?
  http://www.snopes.com/fraud/telephone/pintheft.asp

- Upworthy and Rapid Concept Testing − *Smartcuts* by Shane Snow

- RockYou Password Breach – Internet (really, it's everywhere)

Smartcuts

1. **Include Stories** in the main body of your awareness materials – they're more effective for learning and retention
2. **Voice and Tone** – design for the end user's experience, use scenarios to show consequences rather than the knuckle-rapping voice from on high, and test your content before release
3. **Visuals Matter** – visuals convey emotional content, deepen learning, and increase impact and interest

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