

# 7 Secrets of Security Awareness



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## Secret No. 1

### Security Is Everywhere



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## Secret No. 2

### Awareness Is Not Training

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### Audience

#### Awareness

Broad - anyone who interacts with a Federal-interest computer system (all end users, managers, and contractors)

Diverse experience and backgrounds

#### Training

Those whose role in the organization indicates a need for special knowledge of IT security

More homogenous

### Goals

#### Awareness

At decision-making level: convince that risk reduction is achievable

At end user level:

- understand risk and basic measures to reduce it
- create a public demand for risk reduction

#### Training

Focused on providing knowledge, skills, and abilities specific to a person's IT system roles and responsibilities

### Awareness sets the stage for Training

Awareness is the "what"  
Training is the "how"



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## Secret No. 3

### To Improve Awareness Know Your Audience

What radio station do they listen to most?

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## Secret No. 4

### Awareness Must Not Be Boring!

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What if  
Abraham Lincoln  
had used PowerPoint?

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### 5 Ways to Make Awareness More Interesting

1. Use analogies
2. Use recent / significant real-world examples

(more show, less tell - e.g..  
don't just say.....)

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- Explain the importance of verifying attachments with the sender
- Show how to disable the preview pane in e-mail software
- Use SBWA and ask individuals "How would you restore this file?"

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## 5 Ways to Make Awareness More Interesting

### 3. Use scenarios / sticky situations



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## What would you do?

I've just walked into your senior staff meeting and held up a 2 GB thumb drive. On it, I claim to have your CEO's entire mailbox - every single message. If you don't pay me two million dollars, I'll release the entire unedited mailbox to the media.

I've taken the precaution of mailing a copy of this device to someone who will send it to the media in my absence, so don't try to stop me from leaving. In short, I'm in the process of perpetrating a disaster on your organization, and it's technology-related at that.

Mike Talon, IT Consultant  
From the TechRepublic Article "Take a look at non-standard disasters"

## 5 Ways to Make Awareness More Interesting

### 4. Make it interactive

A study has found that the SQL Slammer worm infected more than 90 percent of vulnerable computers within 10 minutes of hitting the Internet Super Bowl weekend, making it the fastest computer worm in history.



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## 5 Ways to Make Awareness More Interesting

### 5. Make it memorable

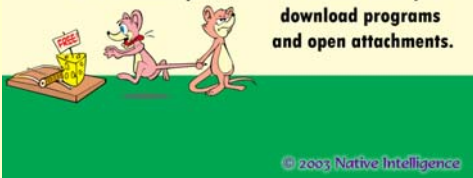
What would happen if someone changed your data?

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Humor can make a concept more memorable.

There's always free cheese in a mousetrap.

Be careful when you download programs and open attachments.



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Secret No. 5

Awareness Is "Social Marketing"

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## Is Ignorance Really the Problem?

Do we want people to know more things?  
Or ...  
Do we want them to change what they do?

e.g., Landfill Crisis

Whether the landfills are full or not  
is not nearly such a MOBILIZING idea  
as whether OUR ENVIRONMENT is threatened

- Les Robinson, presentation 1998

## The Goal of Social Marketing

To get audiences to alter old ideas,  
understand and accept new ideas,  
and value their new awareness  
enough to change attitudes and  
take positive action.

- Ray Olderman, "Social Marketing: The Bottom Line is Behavior Change"

Adapt commercial techniques used to get  
people to buy a product - the techniques of  
attraction & persuasion.

Use these  
to get your  
audience's  
attention and "sell"  
them awareness  
instead of running  
shoes.

Security  
Awareness -  
get it while  
it's fresh!



- Ray Olderman, "Social Marketing: The Bottom Line is Behavior Change"



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## Secret No. 7

### Awareness Must Be Practical



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## Thank You!

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More information:  
Chapter 29  
Computer Security Handbook,  
4th Edition

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