

# Security Awareness Program & Training Proposal

Changing Behavior One <CLICK> At A Time

Prepared for: Your Company

DATE



Winn Schwartau  
The Security Awareness Company  
545 Westport Drive  
Old Hickory, TN 37138  
727-393-6600

[www.thesecurityawarenesscompany.com](http://www.thesecurityawarenesscompany.com)



## Changing Behavior One <CLICK> At A Time

<b>INTRODUCTION</b>	<b>3</b>
<b>WHY SAC?</b>	<b>3</b>
<b>ESTABLISHING GOALS</b>	<b>4</b>
<b>MEETING YOUR NEEDS</b>	<b>5</b>
<b>Security Awareness Newsletters</b>	<b>5</b>
<b>Security Awareness Training Courses</b>	<b>6</b>
<b>Security Awareness Video Messages &amp; Simply Security</b>	<b>7</b>
<b>Awareness Art</b>	<b>7</b>
<b>Annual Security Awareness Calendar</b>	<b>8</b>
<b>Security Awareness Days, Webinars &amp; Executive Briefings</b>	<b>8</b>
<b>Newsletter 2011 – 2012 Topic List</b>	<b>9</b>



## INTRODUCTION

The Security Awareness Company (SAC) appreciates and welcomes the opportunity to provide you with the attached proposal to build a comprehensive security awareness program targeting all employees.

SAC is a global organization dedicated to solving information security problems where they need to be solved – at the human level. Based in the Nashville, Tennessee area, SAC delivers information security awareness training and programs throughout the world.

SAC was founded in 1990 by one of the world's leading authorities on security awareness, Winn Schwartau, to develop, define and promote best business practices for security awareness training with a singular focus on increasing understanding and instilling positive behavioral changes as they relate to protecting information assets.

Over the past several years, companies have spent huge sums of money on hardware and software security technologies with not enough focus on one of the most important security threats – the human factor. Until recently, few companies have taken the next step by providing security awareness education and training to their entire employee population realizing this as one of the leading causes of data leakage and exposure of non-public data. Many studies have concluded that employees play a major role in securing information but are often lacking awareness of sound security practices.

As more companies are now realizing the importance of security awareness training and how it is the key to security, the problem of whether to develop such training internally or outsourcing such training becomes a key discussion point. **SAC can deliver a single/sole-sourced security program eliminating the need to tax internal resources, time and cost.**

## WHY SAC?

The Security Awareness Company occupies a unique space in our industry and has helped build successful training programs for many Fortune 500 companies by effectively communicating meaningful content to employees in their day-to-day functions as well as meeting requirements dictated by regulatory bodies such as HIPAA, SarbOx, GLBA, PCI, FFIEC, FISMA and international guidelines like ISO 27002 and ISO 17799.

We have worked with government and international organizations to achieve different levels of awareness. We offer the most complete suite of standard and custom tools available to build security awareness programs.



Security awareness training is more than firewalls and anti-virus software. It is a mindset. We strongly believe that it is not about getting your employees to just read and listen, but about helping them to remember what they are reading or listening to. Security is about people and their behavior, which is the only thing that matters. As corporate security goals are synonymous with personal security, we stress that security awareness should be a personal issue. Therefore, our training methods teach employees the importance on a personal level so that they bring the same protection and mind set to their place of work.

We believe that Security Awareness is a journey and an on-going process, which we would be very excited to develop with you. Your custom Security Awareness Program would serve as an education vehicle to achieve protection of your information assets, to avoid security breaches and most importantly to teach your employees how to protect themselves and the organization from cyber threats at home and at work.

## ESTABLISHING GOALS

Implementing security practices in your employees' daily work habits and ensuring the integrity and confidentiality of information security are key goals of the Security Awareness Program:

- Put information security and its importance into the forefront of your staff's minds on a regular, consistent basis
- Spread your information security policy and build security aware behavior across corporate ranks.
- Think differently. Instill the human factor and create a paradigm shift in the way your employees behave with respect to security.
- Have Fun. Make security awareness fun for everyone. Get significant 'buy-in' from the entire corporate target audience.
- Build Cyber Security, Physical Security and People Security into a coherent whole, where the goal is to teach behavior and environmental awareness according to your company's security goals and policies.



## MEETING YOUR NEEDS

SAC offers a wide assortment of security awareness and training services, which can be delivered as a single product or as an entire security training and awareness program. Our a la Carte service selection model, allows you to choose only those specific services which meet your exact needs and budgetary constraints. On the following pages you will see our offerings and options from which you can choose and build your security awareness program.

### Security Awareness Newsletter Production

To re-enforce and create consistency in your Security Program on a monthly basis, we will produce 12 informative and entertaining branded security awareness newsletters that are written for a generally non-technical audience, who use technology as part of their job. Newsletters are written in a familiar, conversational tone, to appeal to a wide variety of audiences and available in two options with add-on modules.



**Branded and Unbranded Newsletters** are generally between 3-4 pages in length, topic specific (see attached 2012 topic list) and will be delivered in a master distribution document (PDF) as well as in Word Format with appropriate Graphics for use in any other Corporate Newsletters you might produce. **Branded** Newsletters are customized with your logo, color coordination with our production staff, Newsletter name of choice, Masthead, and incident response contact information.

In addition you can choose to further personalize Branded Newsletters with our **Semi-Custom** options; we will produce an add-on page(s) with content supplied by you, based upon other topics you might wish to address or with significant events that may occur on an as-needed basis.

You may also choose to have SAC produce “One Page Alerts” throughout the year which would address specific events or issues that do not fall under the Newsletter schedule, but have to be addressed in a time sensitive manner.

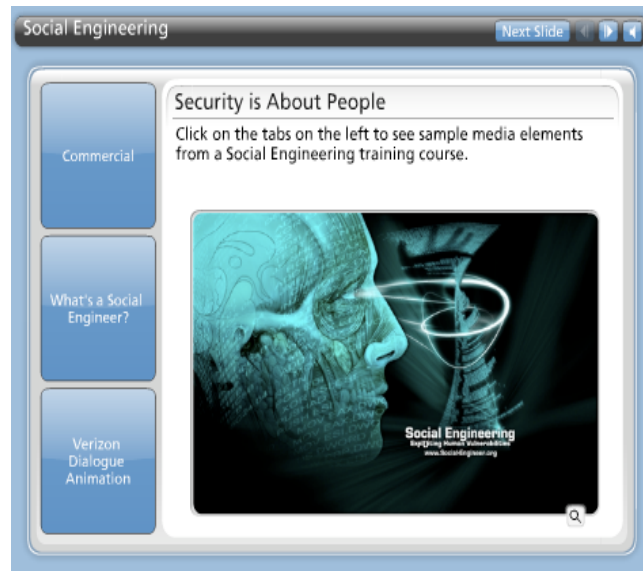
**Custom Newsletters** are delivered on a monthly basis in the same format as Branded Newsletters. You may choose the “custom” option if you wish to have complete control of content, topics, length and full edit rights. Custom Newsletters do require a fair amount of input on your part and will involve a potentially time-consuming “back and forth” approval process.



## Security Awareness Training Courses

The Security Awareness Company has a large inventory of Security Awareness Training courses in stock, utilizing multi-media of text, graphics, audio and video targeted at various different audiences and including topics such as Information Security, Physical Security, Social Engineering, The Human Firewall and compliancy specific modules (HIPAA, Financial Services, and Retail Services etc.)

To ensure absolute compliance with meeting regulatory requirements, SAC offers several complementary customization add-on modules, which will allow you to tailor the awareness-training course to meet your exact requirements.



All CBTs selected can be branded, customized and tailored to meet all your internal policies. SAC is also very proficient in creating and developing courses with topics such as anti-money laundering, anti-terrorist training and will discuss those needs if needed.

Courses, Modules and Assessments will be made available, either hosted by us or on your SCORM/AICC compliant LMS platform . We will take your entire student database, upload it into our LMS ([www.TrustedLearning.com](http://www.TrustedLearning.com)), provide you with administrative control if you'd like, and enable comprehensive reporting capabilities.

## Other Formats and Languages of Content

All SAC courses can be delivered to meet some of the American Disability Act (ADA) guidelines. SAC can translate both the textual and audio content into virtually any language; however, we utilize a third party translation service at an additional cost. This process also requires active customer participation and review of all production materials, especially with regards to culturally sensitive localization (in distinction to pure translation).



## A few of our Course Publishing Options

	SCORM 2004/1.2 Interactive	SCORM 2004/1.2 Auto-Play	SCORM 2004/1.2 Custom	AICC Interactive	AICC Auto-Play	AICC Custom	CD Interactive	CD Auto-Play	Intranet Video Streaming	Mobile Video Streaming
Unbranded	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Branded Color-Matched Course Player	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Branded Color-Matched Video Intro/Outro	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Custom Course Content & Player	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Mix-n-Match Course Content	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Unbranded + Your Content	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Branded + Your Additional Content	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Hosted on Your Outsourced LMS	✓	✓	✓	✓	✓	✓	✓	✓		
Hosted on Your Internal LMS	✓	✓	✓	✓	✓	✓	✓	✓		
Hosted on Our LMS	✓	✓	✓	✓	✓	✓	✓	✓		
Hosted on Your Internal Web Servers	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Hosted on Your Internal Video Server	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Distributed to User's Local Machines	✓	✓	✓	✓	✓	✓	✓	✓		
Internet Explorer 7.x+	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Firefox (Win, OS X, Linux)	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Chrome (Win, OS X, Linux)	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Safari	✓	✓	✓	✓	✓	✓	✓	✓	✓	
iOS/Android										✓



## Security Awareness Video Messages

Continuous, dynamic contact and messaging is one of the most successful ways to keep your security messages in front of employees. Learning is most successful when small bites of targeted information are given frequently and reinforced over time.

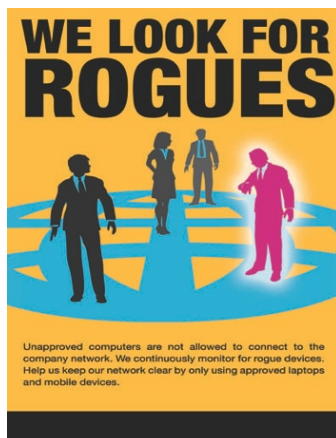
SAC can deliver 30-60 second videos and/or 2 minute “Simply Security” segments that can be streamed on your intranet and various monitors located in facilities such as the break room, lunch room and even rest rooms, if possible. All videos and Simply Security segments will be created with your topic input and filmed at the SAC studios.



The production efforts will be different for those displays that cannot produce audio, but can also be delivered through the company’s intranet.

## Security Awareness Art

SAC will provide 24 pieces of branded art and your specific wording for use in on-line awareness, intranet or printing for placement throughout your facilities, as you choose. Art is designed to be scalable to any size you choose and for use in vertical or horizontal formats. Art may be based upon themes such as: “Top 10 of Security”, “What’s wrong with this picture?” or “Who’s knocking at our door?” to suggest a few and tie in with the monthly newsletter topics.

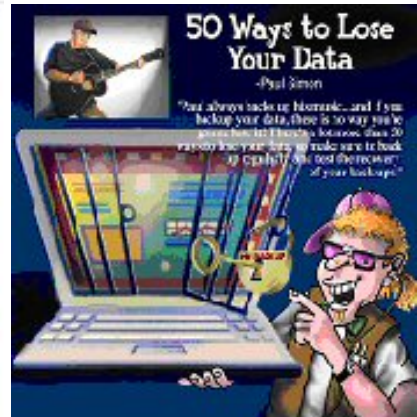
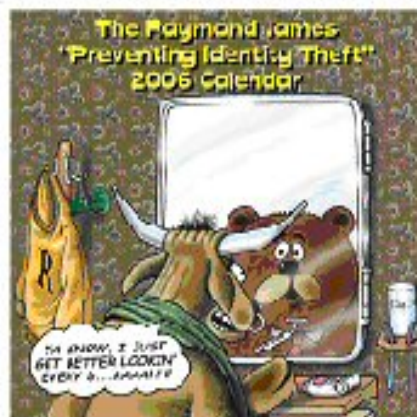
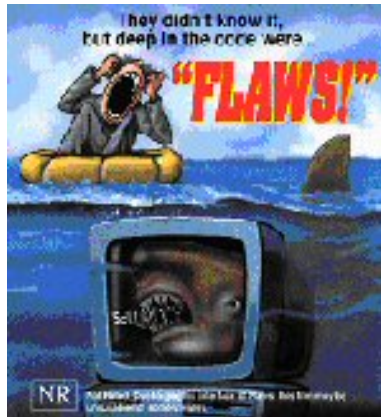


SAC will further assist to find many uses for the developed art, including embedding into company-wide software, unique applications such as Lotus Notes, SharePoint or into software such as email, business applications and anywhere you choose to push the security awareness message for cyber, physical, policy, procedure and expected behavior, as well as for printed, branded items such as mugs, t-shirts or towels that can be used as promotional give-away items.



## Annual Security Awareness Calendar

SAC will design a Semi-Custom or Custom Security Awareness Calendar, ready for printing and distribution with unique art and messaging in a 12 x 12 format for vertical use and/or 9 x 9 format for vertical and/or horizontal use. We will provide a master CD in the format requested for a print house of your choice.



Calendar content is dependent upon whether you choose custom or branded of existing inventory art materials, and will include monthly art, cover art, monthly key dates (to be decided) and room for personal statements, goals and other security awareness information in the opening two pages.

## Security Awareness Days & Webinars

*Security Awareness Days and Webinars are a great way to reach out to your employees, get one on one involvement, brief executives and management all in one day! Webinars and Events can be taped live and re-broadcast using SAC or your internal audio video facilities and produce a multi-media deliverable for other locations to use on-demand in several different formats to accommodate technical restrictions.*





*Scheduled themes and speakers to be determined, but other successful events have included:*

- Mobile Security
- Protecting Against Identity Theft
- Security 101/201 Basics
- ID Theft Protection
- Social Engineering
- Human Firewalls
- Cyberterrorism
- Your Topics!



To promote Security Awareness Days we will produce full color advertising pieces for each security awareness day event in standard electronic formats. The marketing pieces will be made available at least 30 days prior to each event so that the internal Security Awareness team can promote it via hard copy print-outs in common areas, as well as electronically.

We will coordinate themes and/or speakers, and provide master materials for promotion and distribution, including speaker notes etc.

### **Executive Briefings**

As part of the security awareness days, we can provide Executive Briefings designed for senior management. In some cases, we may choose to have our guest speakers address this group in a small forum. These briefings might be done over lunch to attract them to attend, and the presentation would be in the 30-45 minute range. If combined with Security Awareness Days, no additional costs apply.



## 2011 Newsletter Topic Schedule

- **Jan** My Resolution: Getting Into Good Security Habits
- **Feb** International Hacking and CyberWar
- **Mar** The Physical Side of Cyber Security
- **Apr** Backup, Recovery and the Acts of God & Man
- **May** The Latest in Mobile Communications
- **Jun** Good & Secure Behavior on the Internet
- **Jul** Social Engineering
- **Aug** Access Control: Passwords, Biometrics and ID Cards
- **Sep** The Costs of Internet Crime
- **Oct** Malicious Code Gets Worse
- **Nov** Phishing, Identity Theft - Protecting the Information Jewels
- **Dec** A Security Aware Year in Review

## 2012 Newsletter Topic Schedule

- **Jan** Becoming a Human Firewall
- **Feb** Billion+ Data Breaches
- **Mar** The Pitfalls of Social Networking
- **Apr** Securing the Online Family
- **May** The Latest in Identification and Authentication
- **Jun** Hostile Code: From the Desktop to the Smart Phone
- **Jul** Data Privacy and Data Leak Protection
- **Aug** Let's Get Physical
- **Sep** On the Road Again: Wireless and Mobile Security
- **Oct** ID Theft Pandemic
- **Nov** Social Engineering is the #1 Security Threat
- **Dec** Global Cybercrime in Review