SECURITY AWARENESS PROGRAM CASE STUDY

Industry: Health Care
Company size: 30,000+
Number of countries: 3+

When did you implement your security awareness program?

January 2016.

Can you describe your launch process? What did you do to bring attention to your efforts?

Our launch process, not to be confused with our program design process, took only a few weeks. With an established relationship to our Corporate Communications Dept. and the executive support, an announcement communication was drafted from the EVP's desk to bring attention to our efforts and released on the intranet, followed a few days later by our first branded magazine.

What sorts of materials and content are you including in your program?

Our program includes a wide variety of SAC products and some custom in-house material as well. Most of our released material consists of; LMS courses, Screen Saver, Focus Topic Newsletters, Magazines, Videos, Monthly Roundup and Incident response messaging.

What topics are the most important for your program participants?

Our data suggests that material released about Social Media was a big hit topic for our program participants

Do you have a central learning portal of some sort?

Our company has an Intranet and we use that as our main repository for all our digital material releases.

How much of your training is mandatory?

Only a small amount of our LMS courses are mandatory as they fall into the realm of compliance courses. If I had to assign a percentage I would say 90% of what we release to our participants is not mandatory to interact with.

What have you done to encourage employee participation?

Currently we are focused on making the announcements of new material more enticing to grab reader's attention but we hope to utilize different participation rewards from contests, games and even for rewarding desired behavior like not interacting with a simulated phishing campaign or reporting a REAL social engineering scam.

How do you maintain momentum and keep people interested?

Interests are unique to each and every employee. By having a wide array of topics or delivery methods that appeal to different individuals you'll increasing your participation.

Any final pieces of advice you can give to other SAP admins or companies launching a new security awareness program?

1. The main piece of advice to those just starting or looking to start a SAP; Slow and steady wins the race!

2. Have a goal in mind, a plan in place, support from the very top and a way to measure your success and failures.

3. Do not overwhelm your employees with too much content all at once and do not assume you will ever have 100% participation.

4. Try to release one new piece of material each week, changing deliver methods and content type each time to try and connect with employees who work in different ways. For example one week is an intranet only release (video). The next week is an all employee email (newsletter), next week it's a printed mail delivery (magazine/poster) and the week after it's a screen saver change and end the month with a "here's what you released and how someone can catch up on past material" communication.

5. If your SAP reaches 10% of your employee base each month and 5% are unique (new) to the program and learning something, after 12 months 60% of your employee base is more secure than they were at the beginning of the year.