

7 Steps to building a Security Culture



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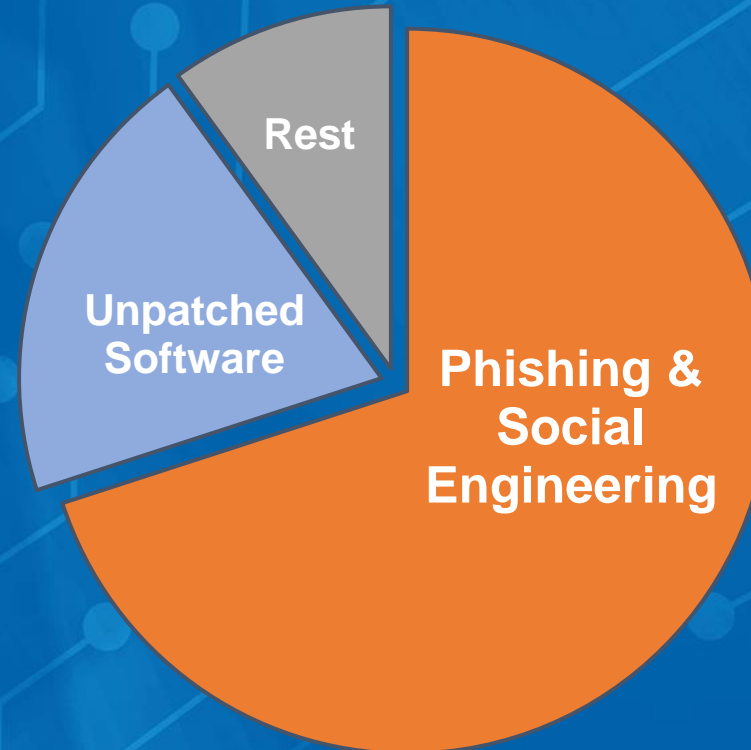
About Us

- The world's largest integrated Security Awareness Training and Simulated Phishing platform
- Based in Tampa Bay, Florida, founded in 2010
- CEO & employees are ex-antivirus, IT Security pros
- We help tens of thousands of organizations manage the ongoing problem of social engineering
- Winner of numerous industry awards



Humans

Are the Biggest Attack Vector



■ Phishing & Social Engineering ■ Unpatched Software ■ Rest

What We Do at KnowBe4

**Enables employees to make smarter
security decisions**

“

In other words...

The problem with **awareness** is that *awareness* itself **does not automatically result in secure behavior.**

”

It's about finding effective

[BEHAVIORAL INTERVENTIONS]

to bridge any potential gaps between
Awareness, Intention, and Behavior.

(E.g., New Year's Resolutions)

Security culture is defined as the *ideas*, *customs*, and *social behaviors* that impact the security of your organization.



Biggest question we get?

“How do we actually go
about creating a
successful Security
Culture?”

7 Steps to building a Security Culture

7 Steps to Security Culture



1. Choose Behaviours



2. Plan for 'Behaviour Design'



3. Get Leadership Buy In



4. Communicate



5. Execute



6. Measure Results



7. Repeat

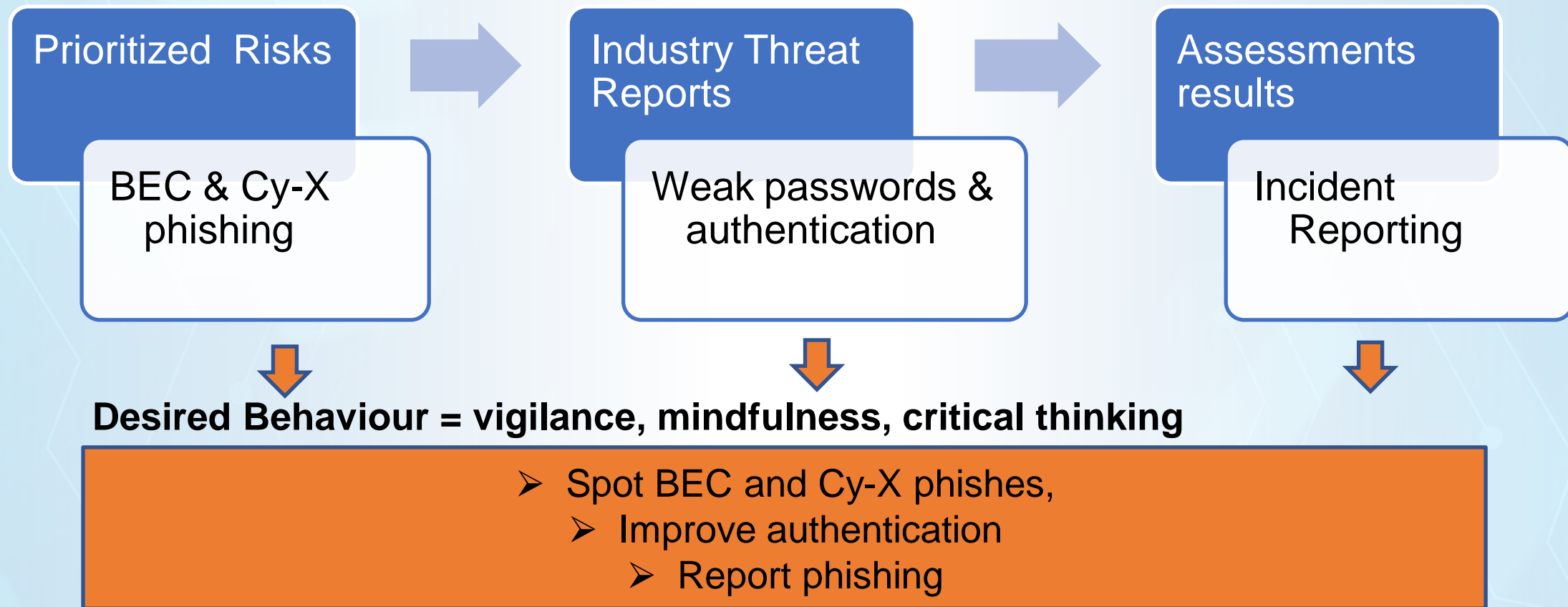


Step 1: Choose Behaviours

Choose one or two behaviours you would like to change



Step 1: Choose Behaviour to focus on





Step 2: Plan for ‘Behaviour Design’

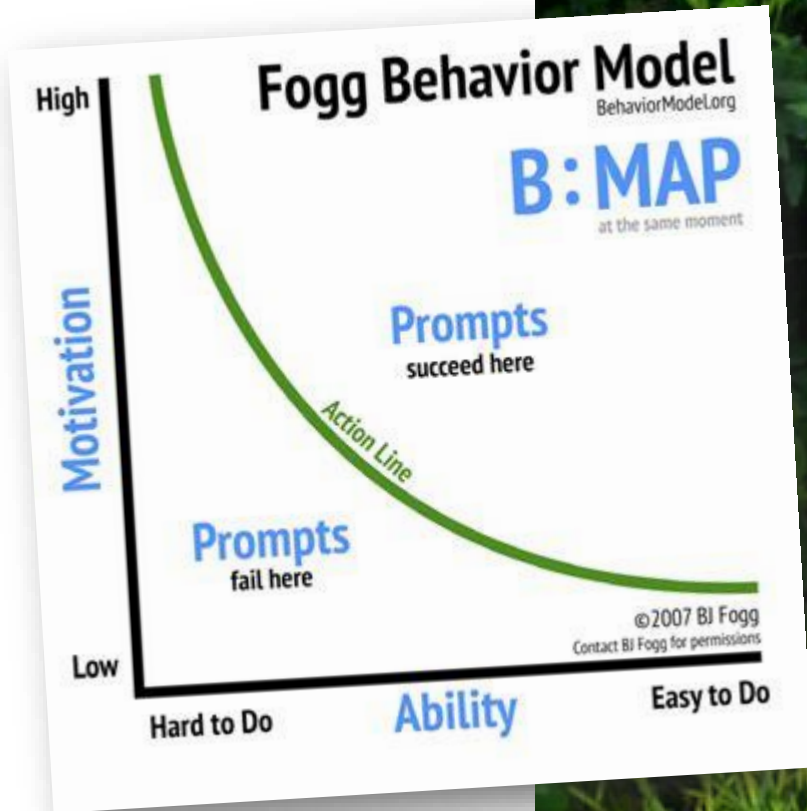
Design a plan to influence behaviours on an organizational scale

“

**How do we get people to
do things?**

”

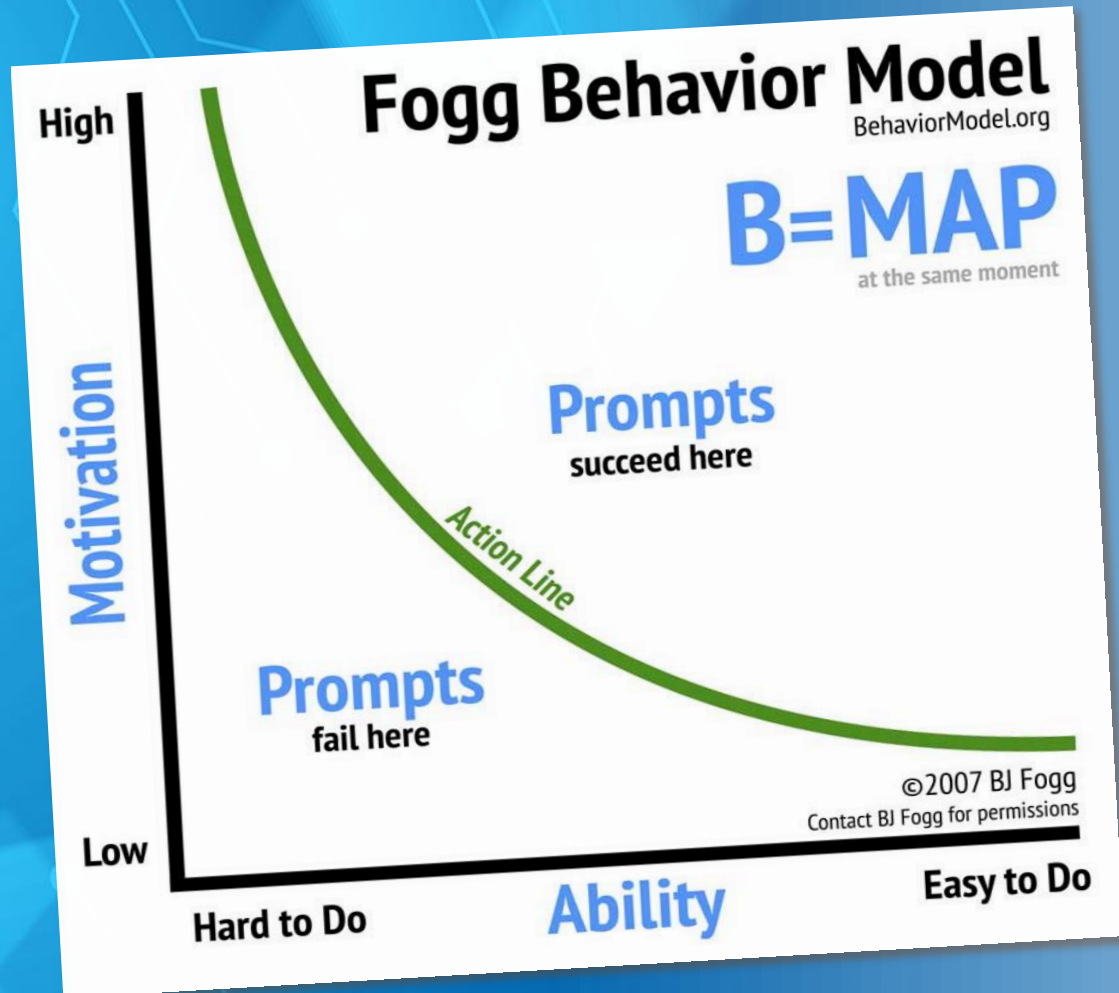
Through
SCIENCE!



BJ Fogg is the father of a field now referred to as “Behavior Design”



Step 2: Plan for “Behavior Design”

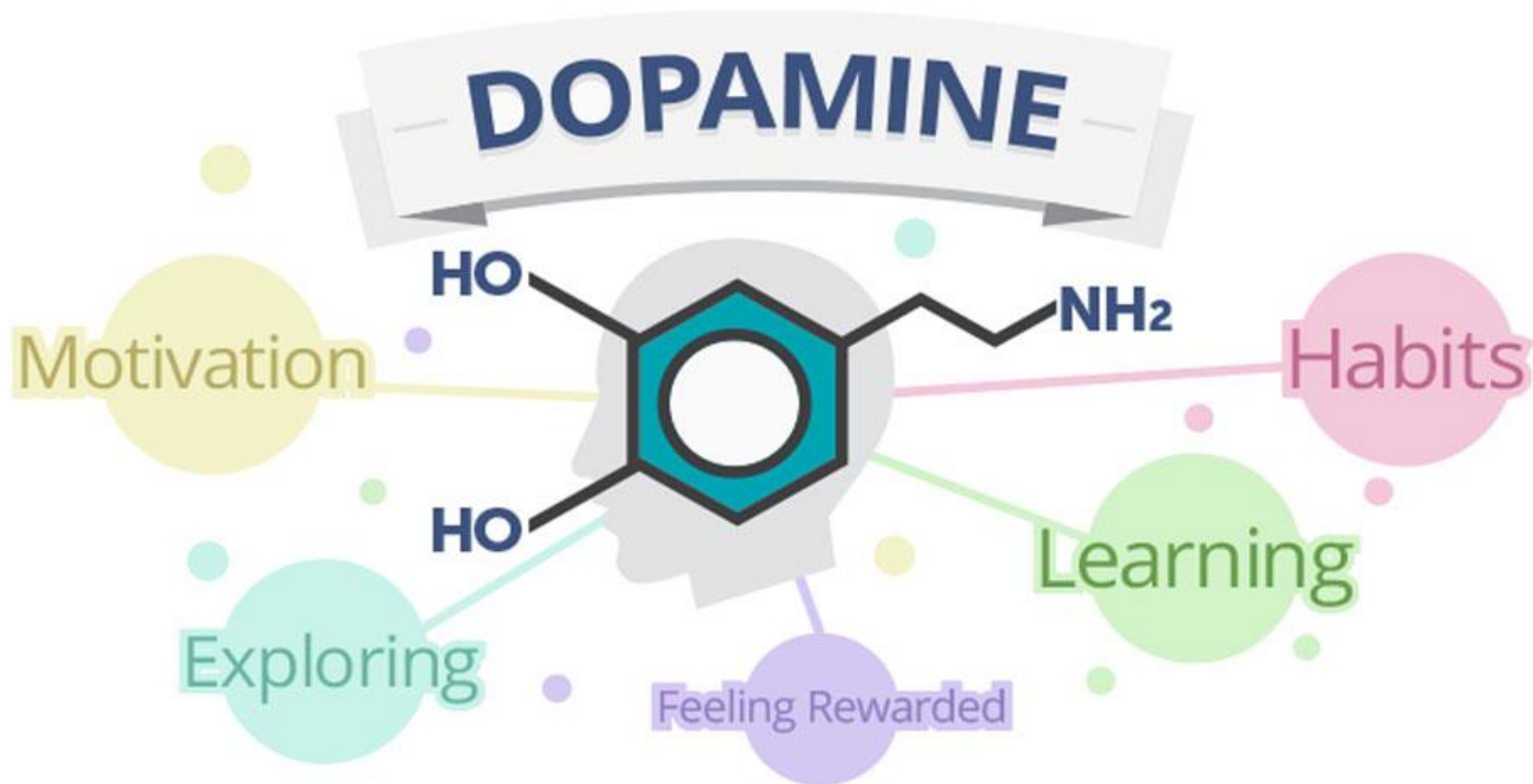


Behavior happens when 3 things come together at the same time:

- **Motivation**,
- **Ability**, and a
- **Prompt** to do the behavior



Step 2: “Behavior Design”: Motivation



Mindful, Careful, Secure.



Step 2: “Behavior Design”: Motivation

B=MAP

Extrinsic Motivation

- “You get to keep your job”
- “Win a prize”
- “The boss will stop nagging”

+

Intrinsic Motivation

- “I want to beat Jane in accounting”
- “This stuff is interesting”
- “I don’t want to get hacked”



Step 2: “Behavior Design” Motivation

B=MAP

Start Here

EARLY
ADOPTERS

EARLY
MAJORITY

LATE
MAJORITY

LAGGARDS

2.5%

13.5%

34%

34%

16%

INNOVATORS



Step 2: “Behavior Design”: Ability

B=MAP

ABILITY:

How easy is it do do the thing you want to do?





Step 2: “Behavior Design”: Prompts

B=MAP

PROMPTS

Users are being prompted all the time.

Make it in the moment & actionable





Step 3: Leadership Buy-In

Get leadership to commit to an action



Step 3: Leadership Buy In – example note

“One of the biggest threats in our industry right now is **ransomware**.

Because the average ransom pay-out is **\$570,000** and because the recovery costs are even higher, I would like to get people to better be able to **spot and report phishing emails** – a top way to start infections.

Your commitment to mention this at a **future all-hands meeting** would be greatly appreciated.

I can give you details later.
Thanks for your support.”



Step 4: Communicate

Develop a communication plan with a focus on making it relevant

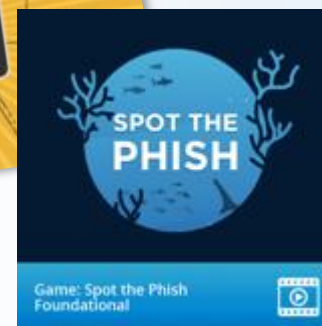


Step 4: Communicate

- ✓ Focus on the Why before the What
- ✓ Personally interesting
- ✓ Leadership and “social influencers”
- ✓ Stories and emotions
- ✓ Power of positivity
- ✓ Games and gamification
- ✓ Easy to digest



Recruit Internal
Security Awareness
Champions!



Stories



Personal SA

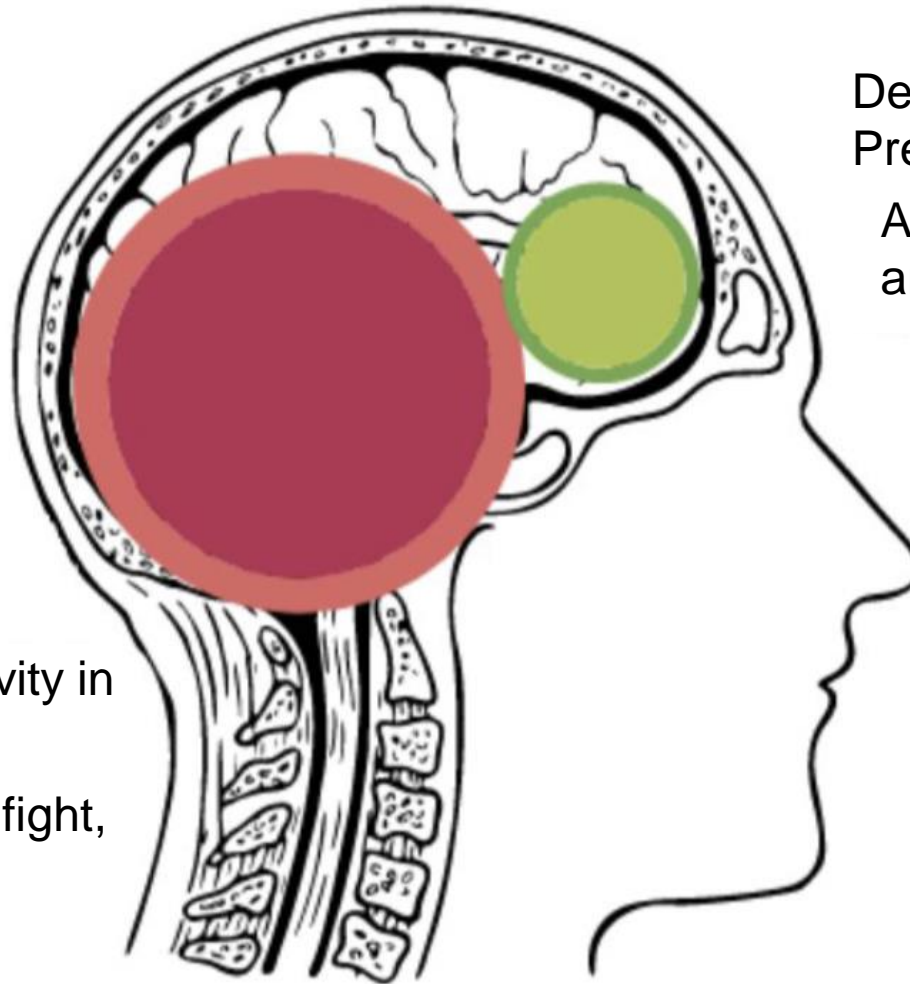


Mindful, Careful, Secure.

KnowBe4
Human error. Conquered.



Step 4 Communicate: Less stress, more learning



Increased Activity in
Amygdala

Stress centre fight,
flight, freeze

Decreased Activity in
Pre Frontal Cortex

Attention, memory,
and focus



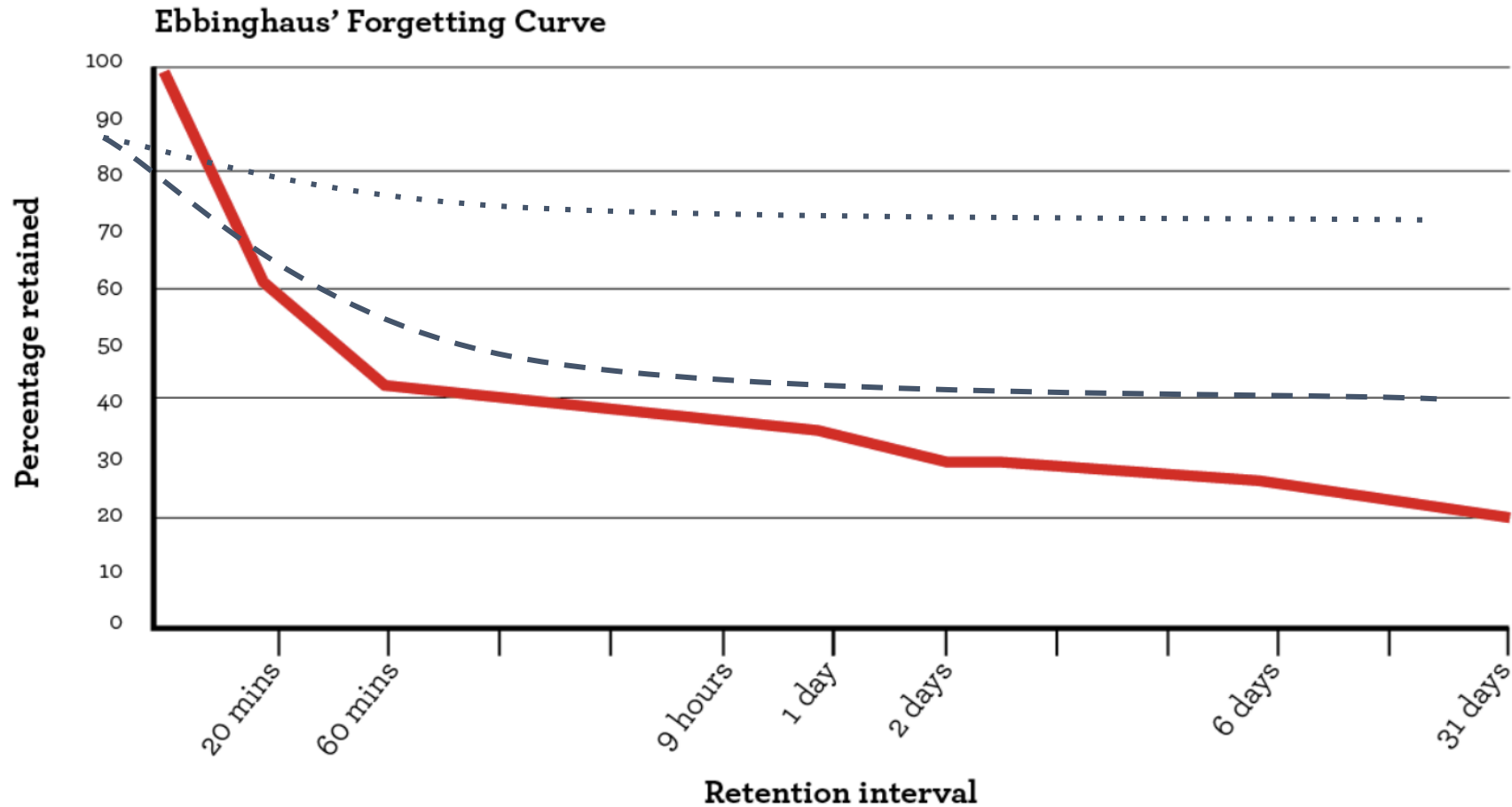


Step 5: Execute

Communicate with the champions and executives

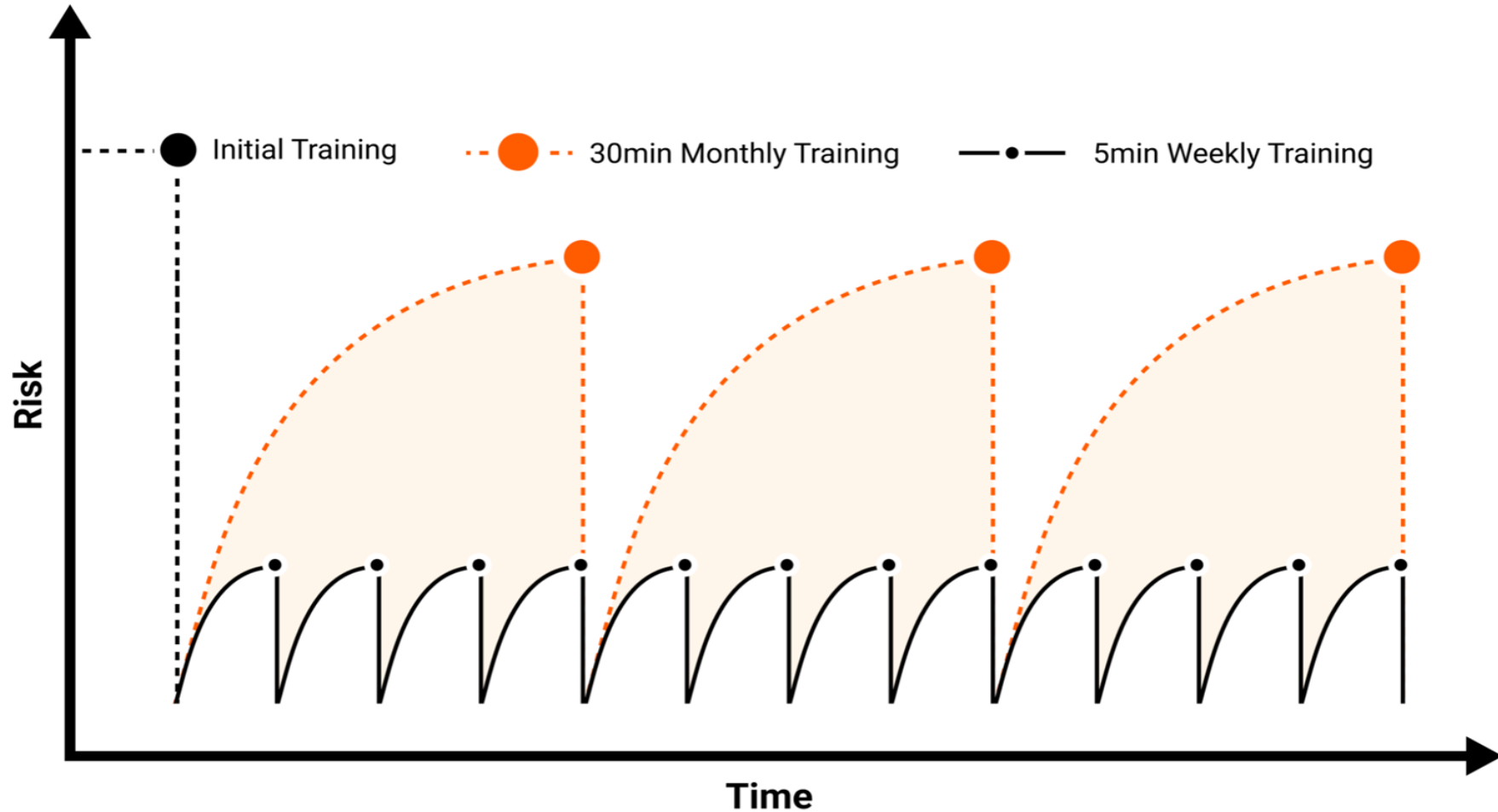


Step 5: Execute: Spaced Repetition





Step 5: Execute: Spaced Repetition





Step 6: Measure

Periodically perform Security Culture Survey (SCS) and compare



Step 6: Measure

Your Security Culture Score

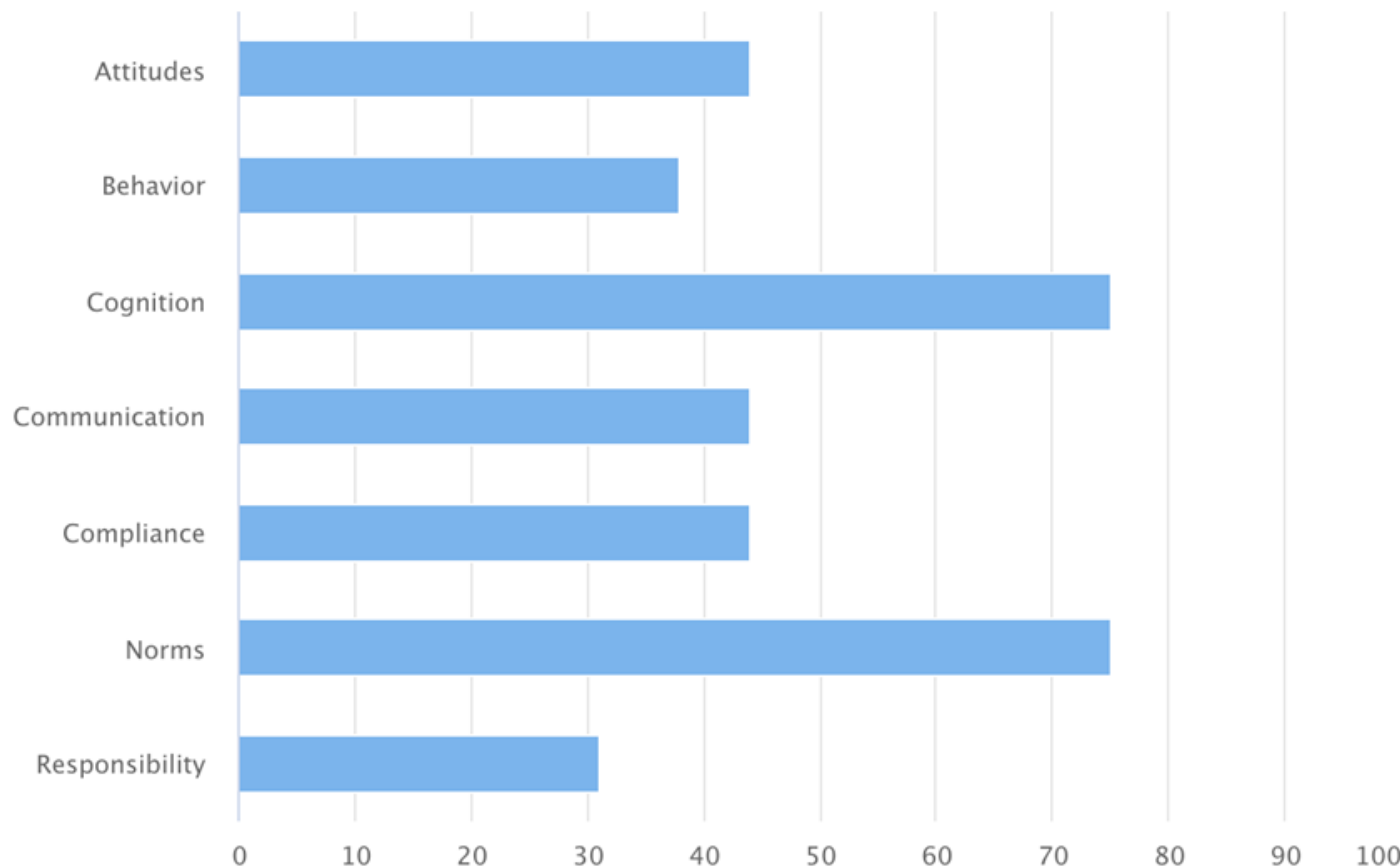
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Security Culture Index

90 - 100	Excellent
80 - 89	Good
70 - 79	Moderate
60 - 69	Mediocre
0 - 59	Poor

For more information on the Security Culture Index, [click here](#)

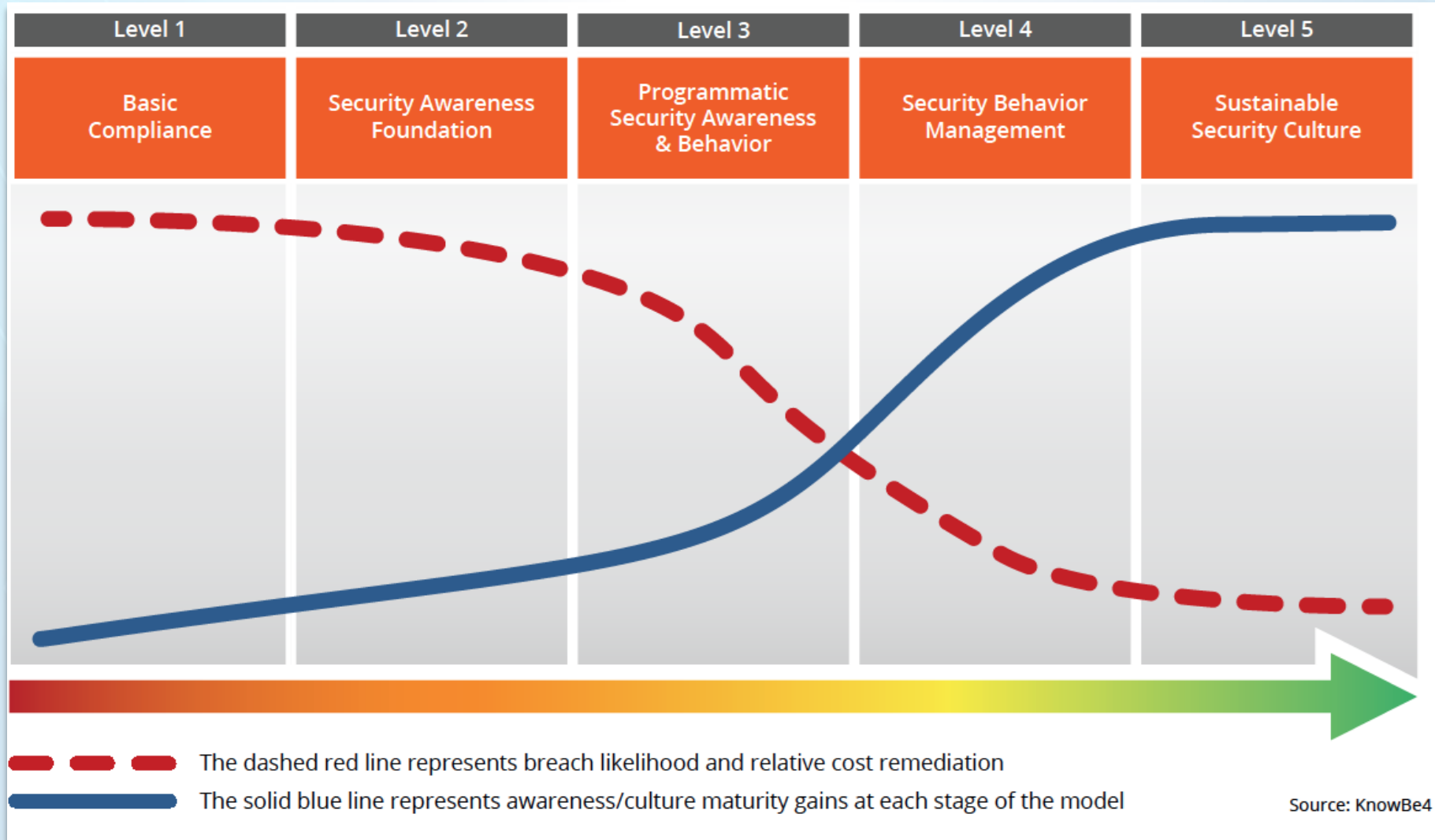
Results by Dimension



 [Download User Feedback](#)



Step 6: Measure



Mindful, Careful, Secure.



Step 7: Repeat

Review goals and threats and determine behaviour goals for the next cycle



Step 7: Repeat



Summary



1. Choose Behaviours



2. Plan for 'Behaviour Design'



3. Get Leadership Buy In



4. Communicate



5. Execute



6. Measure Results



7. Repeat

- ✓ **Motivation, ability & prompts**
- ✓ **Emphatic approach**
- ✓ **Focus on the positive**

The Security Culture How-to Guide

Seven Steps To Improve Your
Organization's Security Culture

Step 1: Choose One or Two Behaviors You Would Like to Change

- ❑ Choose one or two behaviors to change based on risk
- ❑ Perform Security Culture Survey to establish a baseline

Step 2: Design a Plan to Influence Behaviors on an Organizational Scale

- ❑ Calculate timing and duration of this cycle
- ❑ Identify ambassadors/champions within the organization

Step 3: Get Leadership Buy-in

- ❑ Create a high-level description suitable for executives to review and commit to
- ❑ Get leadership to commit to an action

Step 4: Communicate

- ❑ Develop a communication plan for employees with a focus on making it relevant and partner with other departments to increase message visibility
- ❑ Offer help and assistance to those who need it, or have concerns

Step 5: Execute the Plan

- ❑ Have a clear goal with a well-defined picture of what success looks like and a timeline
- ❑ Communicate with the champions and executives and offer support

Step 6: Measure Results

- ❑ Perform another Security Culture Survey and compare
- ❑ Create a report outlining results for leadership

Step 7: Determine the Move Forward Strategy and Repeat

- ❑ Reach out to advocates for feedback and form ideas for the next cycle
- ❑ Review threats and determine behavior goals for the next cycle

<https://info.knowbe4.com/wp-security-culture-how-to-guide>



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