

5 Steps to Mastermind an Effective Security Awareness Program

This 5-Step Framework is a smart, powerful and extremely effective method to help organizations around the world successfully change user behavior and reduce the human risk.

1 ANALYZE



Take a clear look

at your organizational culture, level of security, maturity, target audiences, employee motivation, strategic goals, compliance obligations and other considerations.



2 PLAN



Make strategic decisions

related to defining your campaigns – in particular, the objectives of each campaign, your deployment plans, project plan and communication plan.

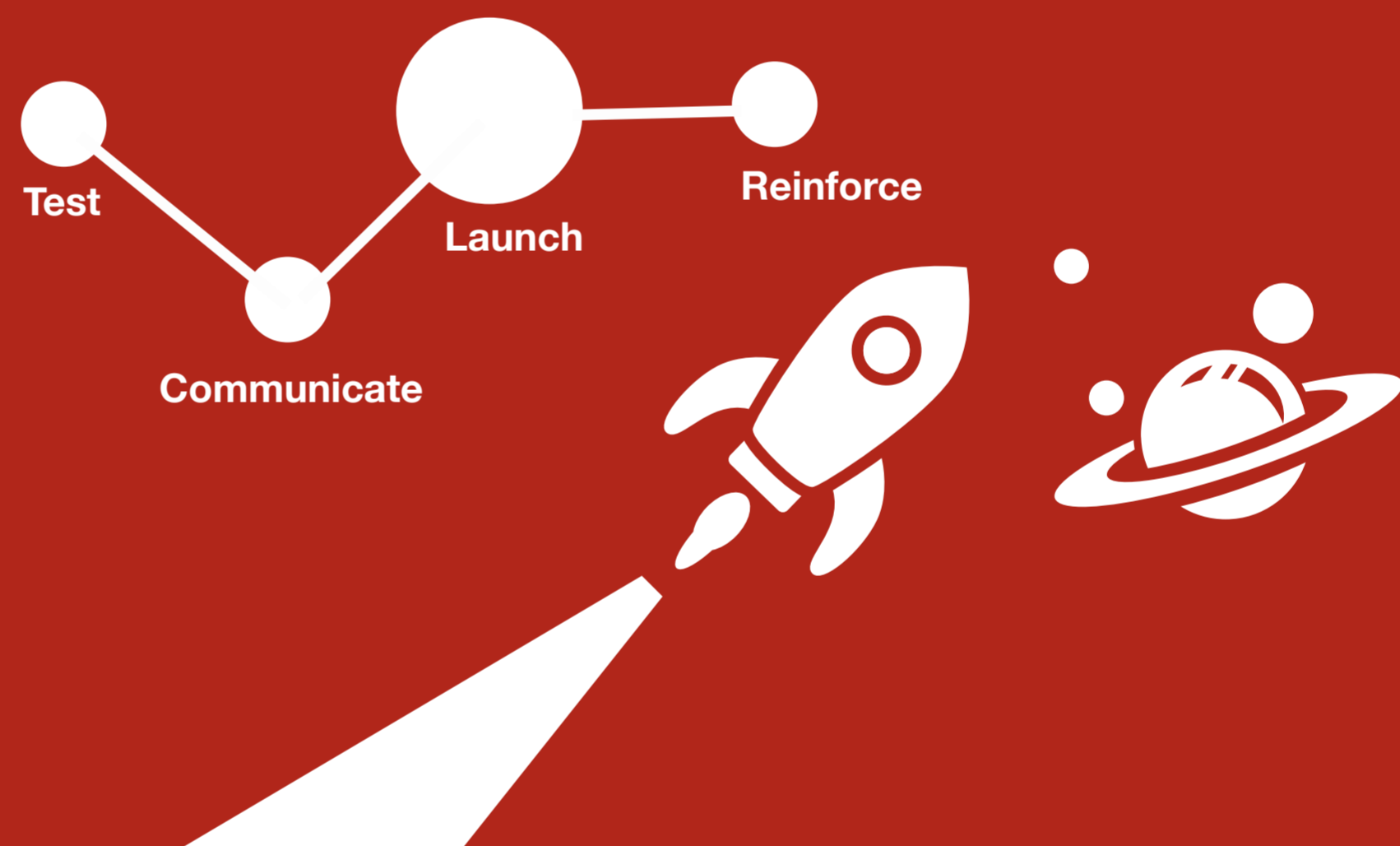


3 DEPLOY



Prepare and launch

all the learning and communication activities that you identified for the campaigns in your program. Just before kick-off, use pilot-testing to ensure the campaign runs smoothly.



4 MEASURE



Use metrics and KPIs

to evaluate the success of your campaign and determine if your program objectives are being met.



5 OPTIMIZE



Compare campaign objectives

with results and optimize subsequent campaigns to make them even more impactful.

