Beyond Awareness: Activating Security through Safer Choices by Design

How I learned to live with oversimplistic analogies – or "Everything is a car!"

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The Goal: Sustainable Change of Behaviour

Cyber will not go away, it is not a sprint, it is not a marathon, this is the eternal walk.

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Context

Cyber security **is important**

Code of Conduct **is important**

Anti-Bribery & Corruption **is important**

Health & Safety **is important**

Diversity, Equity & Inclusion **is important**

Insider Trading Awareness **is important**

Acceptable Use Policies **are important**

Workplace Respect & psychological safety **are important**

Your context

- Cyber security is most likely not a core skill for your audience and not part of their role's "functional skills"

- Your audience is diverse, also in terms of roles and how operational they are

- Time for cyber upskilling/learning/attention is limited and shared with other "non-functional role-skills"

Motivation

Cyber is serious but so are other topics!

Make it a topic people want to talk about!

Which "Why"?

- Compliance is important but is a horrible motivator

- Impacting your job over a cyber incident is a strong motivator but still a horrible motivator

- "Cyber-safe behaviour" is now part and parcel of every industry."

- Implicitly use a motivation, assume people have adopted that at some point
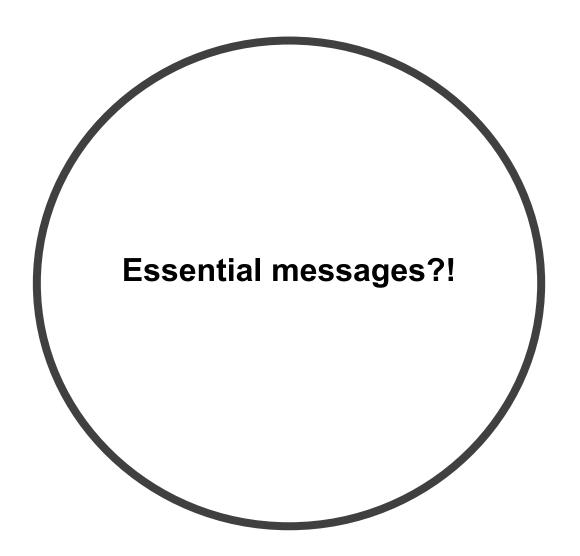
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Simplicity

Simplicity

If the message cannot be expressed simply, then the message is too complex!

But cyber is not simple?

- Some Cyber/IT concepts are complicated; and there are complex concepts in every industry. Making it simple is what elevates you from novice to expert.

- Different layers to simplicity: language, conceptual, consistency

- Use analogies, don't be afraid – every analogy breaks eventually

- Simplicity over perfection, there is always another day

- If the message is too complex, maybe the tech is too complex?

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Focus

Essential messages?!

Authenticity

Talk the walk and walk the talk! Notice when not to talk!

Everyone in cyber represents cyber

- Resolve or at least acknowledge contradictions

- Acknowledge tedious bits, we are all grown-ups

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Allies

Not Aliens

Not everyone for themselves
- Find and cultivate your allies
- Find a common direction that you both support
- Focus on where you do agree – you won't agree on everything
- Find powerful allies

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Repetition

You cannot overcommunicate!

You cannot overcommunicate!

You cannot ….

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Summary

Context

Motivation

Simplicity

Focus

Authenticity

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Repetition

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