

CYBERSECURITY

Kaua Pickett

1 Phish 2 Phish Old Phish New Phish



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**Threat actors rely on
stereotypes to target
their attacks**



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Agenda

Here's the Plan

- A game!
- Generations at a glance
- Strengths vs weaknesses
- Training your phish

The Goal:

An adaptive approach to training and awareness

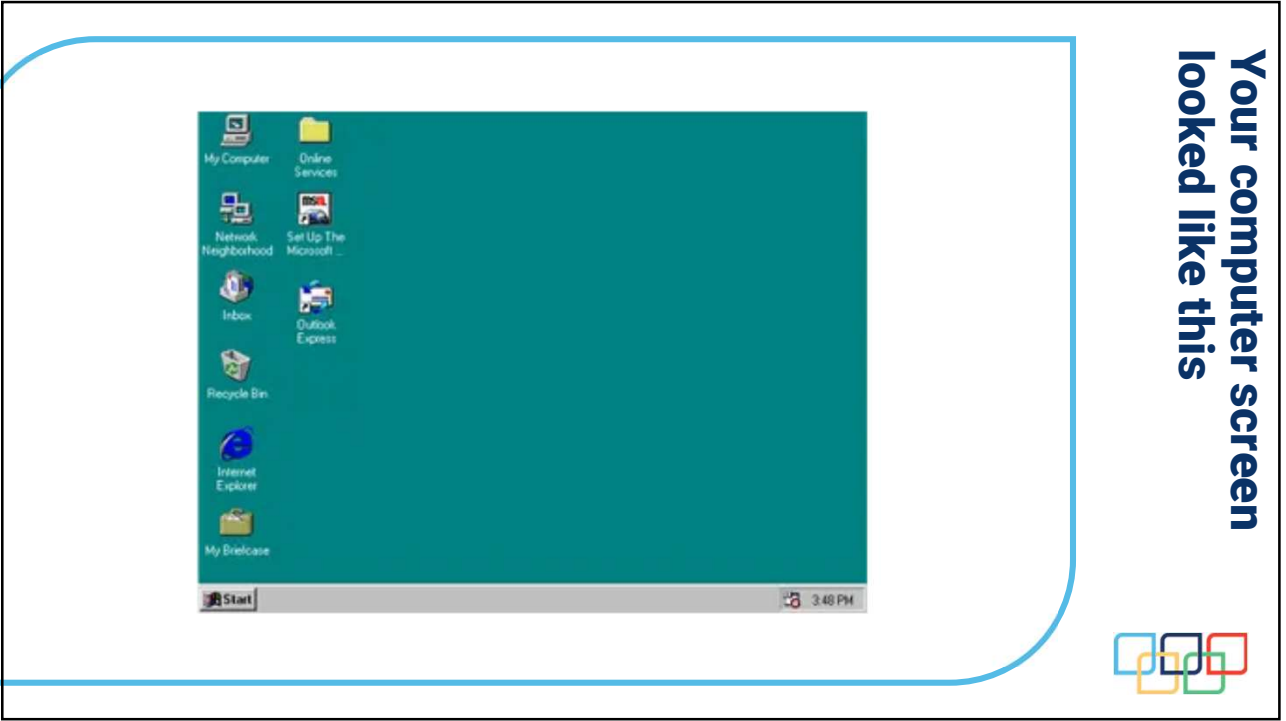


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Raise your hand if...



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**Your computer screen
looked like this**



7



**Your computer screen
looked like this**



8



This was your Friday night



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You had to constantly clean this

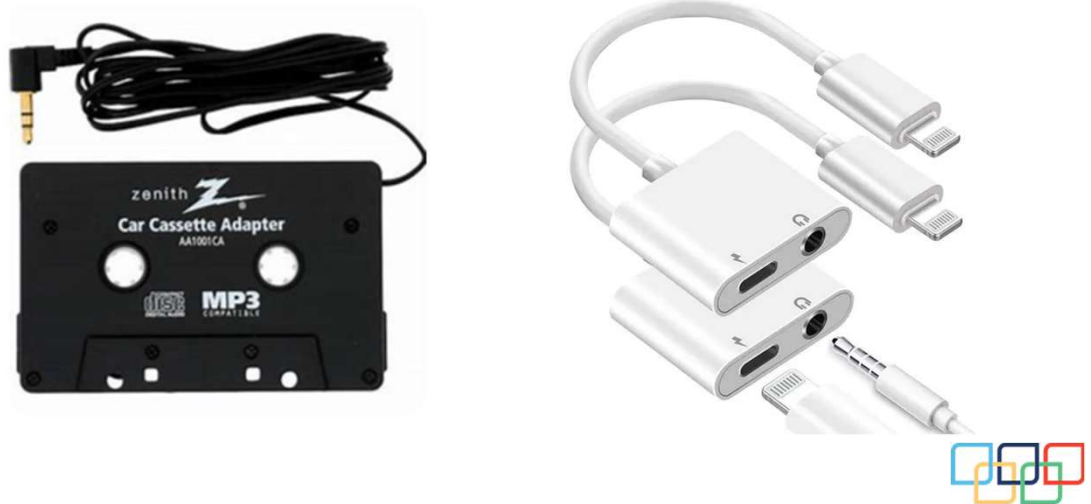


“I thought I was sooo cool because I would use the tip of my pocketknife to scrape all the gunk off the little rollers inside, and then the mouse would be like new. I was practically MacGyver.” – Joseph Ellis



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Forgetting this = worst car ride ever



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You had a love/hate relationship with..



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This was your first Apple product...



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BONUS

Things that confused me



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Don't call and drive??



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"State of the art data security"



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My worst nightmare...

A fax machine



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Generations at a glance

Age ranges according to Beresford Research

Baby Boomers
60 - 75

Gen X
44 - 59

Millennials
28 - 43

Gen Z
12 - 27

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Generations at a glance

Age ranges according to Beresford Research

Baby Boomers 60 - 75

Childhood:

- Very little technology

Teen:

- Personal computers launched, not popular

Young Adult:

- Entering the workforce as businesses adopted computers slowly
- Experienced wartime

Adult:

- 30s-40s : Y2K and birth of video games
- 40s-60s : Social media and smart home devices

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Generations at a glance

Age ranges according to Beresford Research

Gen X 44 - 59

Childhood:

- Some technology at home but not much personal use (landline, family computer, etc.)

Teen:

- Some personal technology (Walkman, tapes & CDs, flip phones)

Young Adult:

- Computers already in the workplace, LAN parties for video games, Y2K

Adult:

- 30s-40s – iPhones popular, social media, smart home devices

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Generations at a glance

Age ranges according to Beresford Research

Millennials 28 - 43

Childhood:

- Early iPods/iPhones/MP3 players

Teen:

- Likely to have their own computer at home, chat rooms

Young Adult:

- Entering adulthood/workforce during financial crisis
- Technology well-adopted into business, start of cybersecurity concern

Adult:

- Parents with young kids, experiences the most debt (student loans, mortgage, etc.)

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Generations at a glance

Age ranges according to Beresford Research

Gen Z 12 - 27

Childhood:

- Later iPods, Bluetooth, iPhone 7-10, social media
- Exposure to news very early

Teen:

- Newest iPhones, social media, air pods, virtual reality, AI
- Political unrest, exposure to violence, corruption, national cyber threats

Young Adult:

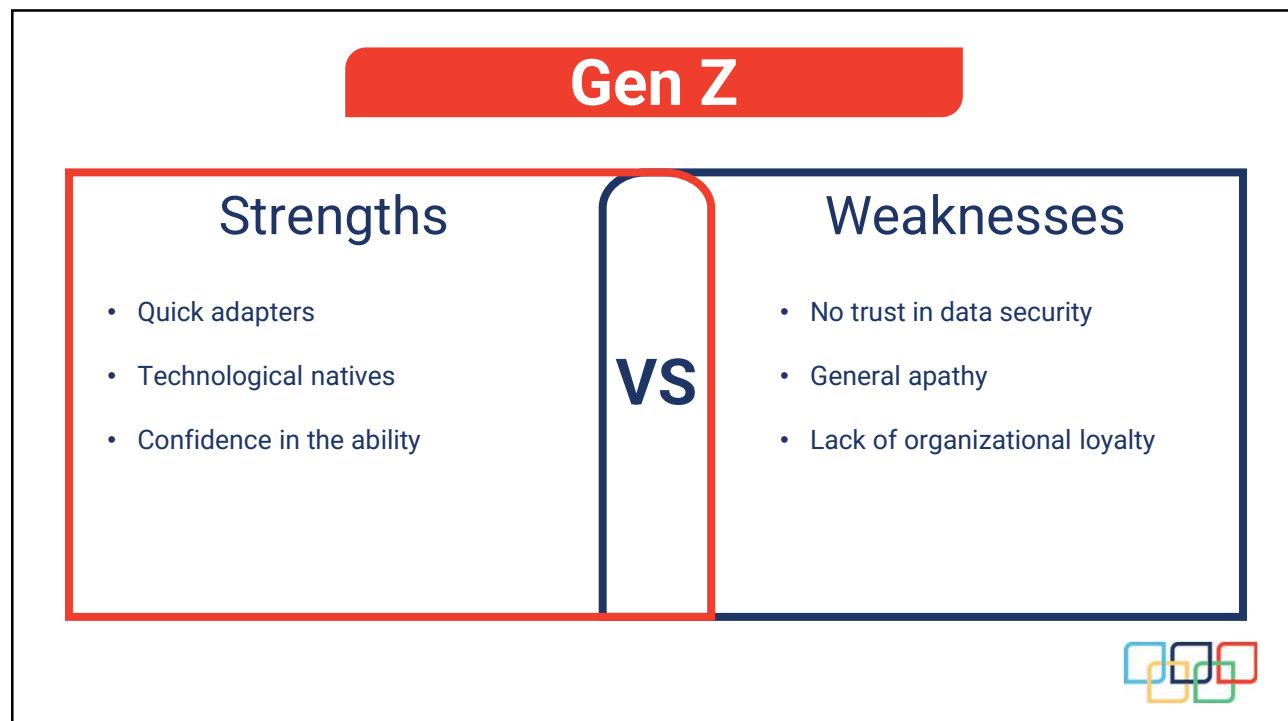
- Entering the workforce during COVID-19 – work from home, rise of AI and VR
- Social media: persistent exposure to world-wide issues

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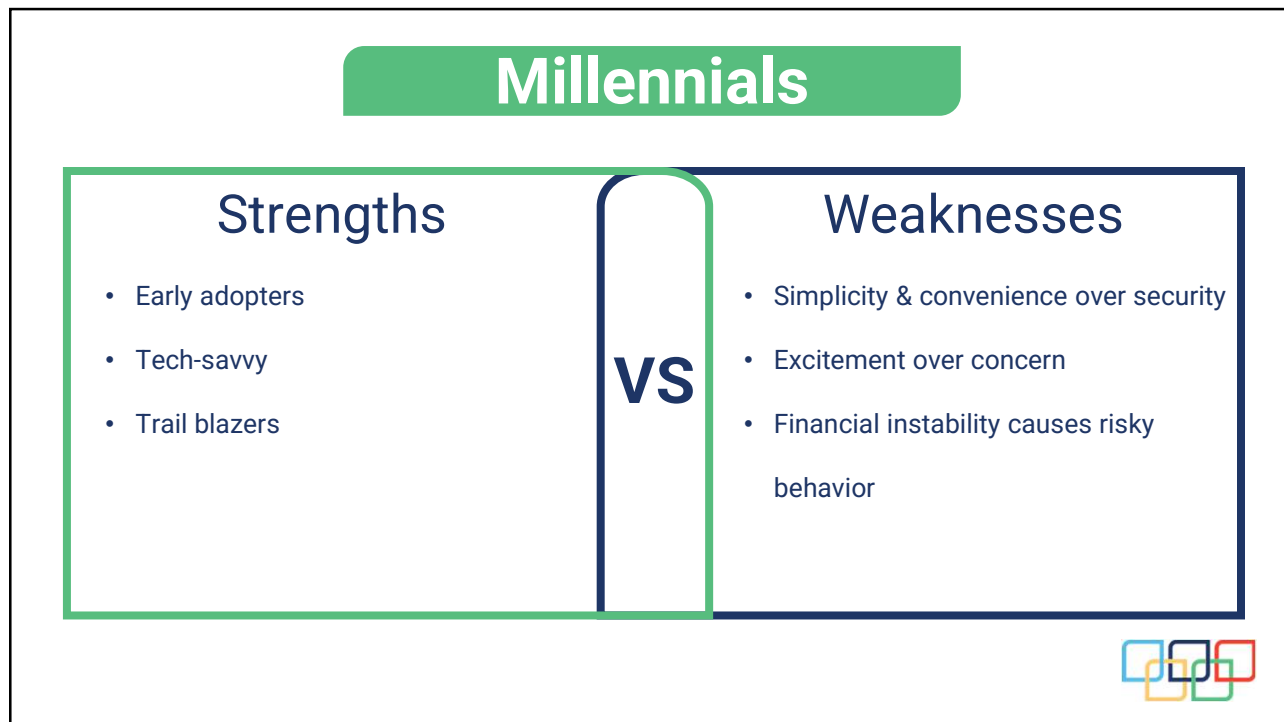
Strengths vs Weaknesses



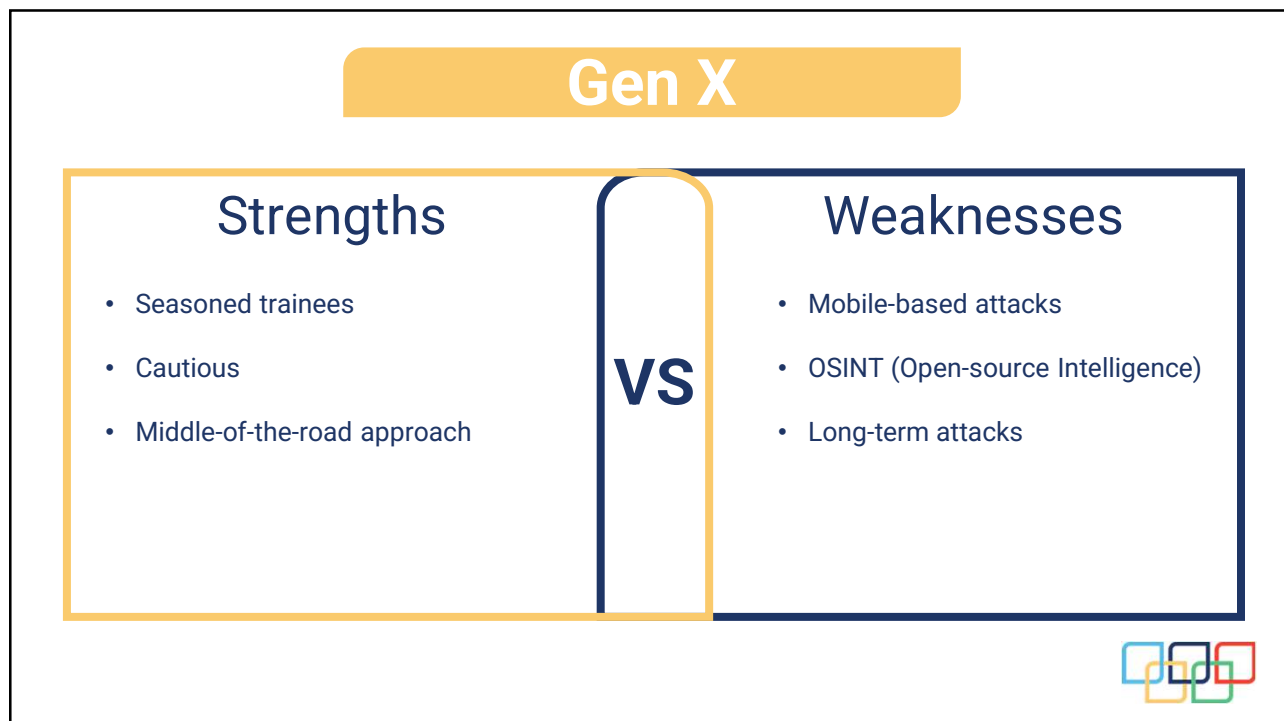
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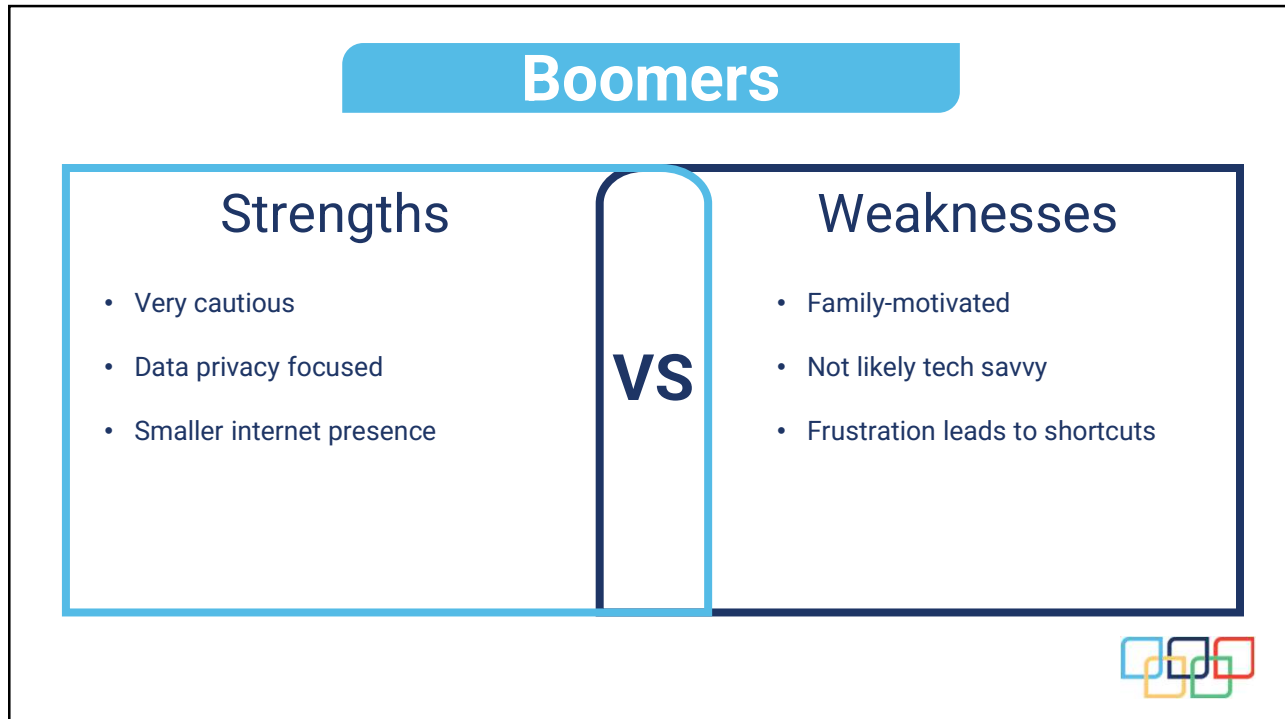
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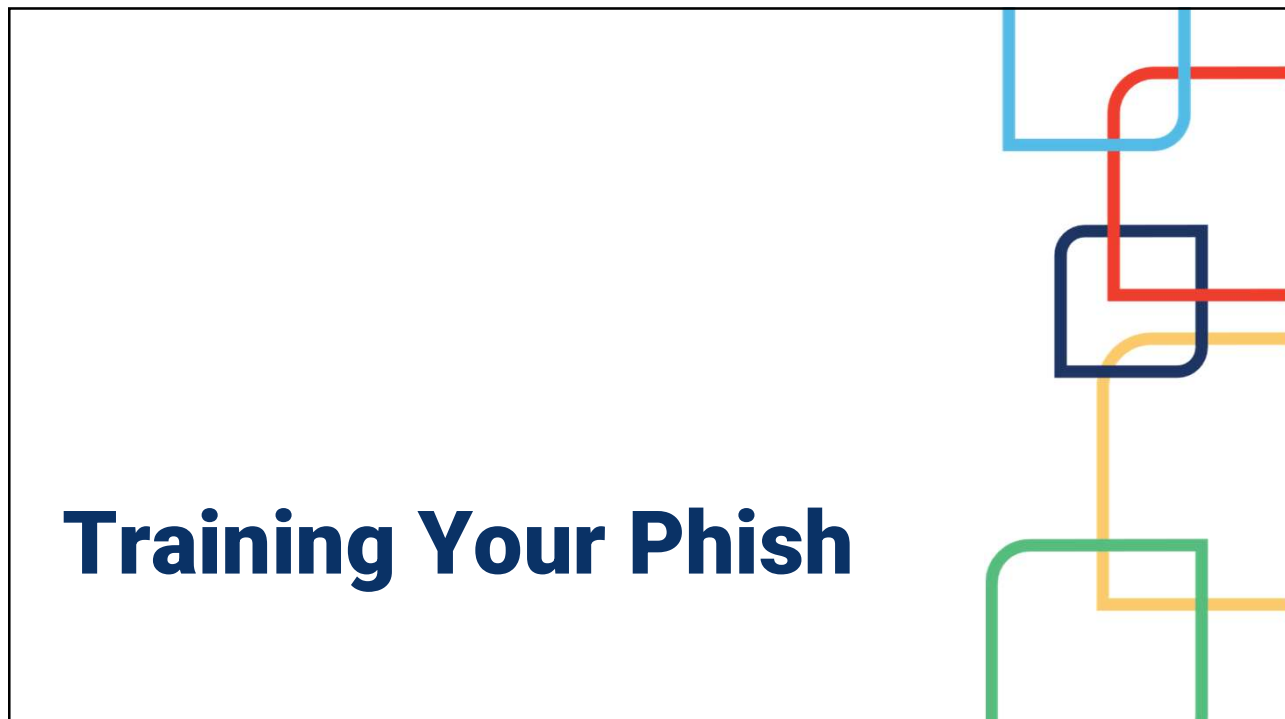
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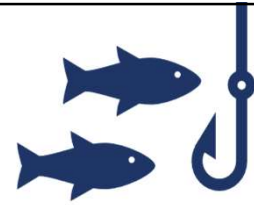
Training Your Phish

Boomers - Bridging the gap

- Empower employees in security measures
- Combine the concept with practices
- Foster an environment for questions and mistakes
 - Get rid of shame

Examples

- Q & A sessions
- Buddy system – “can you check this for me?”
- How to respond to a potential attack
 - Sending an email as an attachment
 - Reporting to security team
 - Forwarding a sketchy call to security



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“The availability of the Cybersecurity Professional to the general user, and the willingness to act as mentor and coach is key in creating a culture of security.”

- Seth Martinez, LinkedIn



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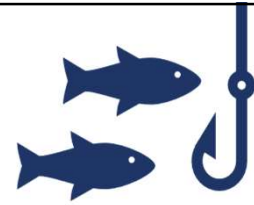
Training Your Phish

Gen X - What's New

- Education on new technology
- Desktop vs Mobile usage
- Education on advanced phishing

Examples

- Specialized training:
 - Temu / Wish – discount apps
 - Facebook quizzes
 - IoT (internet of things) i.e. google home, amazon alexa, ...
 - AI (artificial intelligence)
 - Pig butchering - phishing scam



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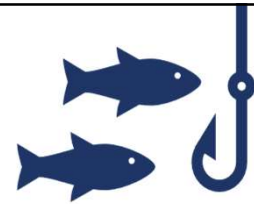
Training Your Phish

Millennials - Teamwork makes the dream work

- Champions of new ideas and processes
- Likely to be a magnet for others to get onboard
- If it is too good to be true...

Examples

- Leadership in training
- Notice board – “everyone, I got this sketchy email, don’t click”
- Interactive training – Dungeons & Dragons & Security??



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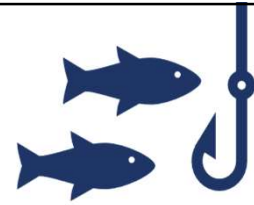
Training Your Phish

Gen Z - Buying In

- Public enemy #1 : Why should I care?
- Debunk the myth that businesses can bounce back quickly
- Attitude is contagious

Examples

- Company culture – cultivate & maintain
- Explain the real possible impact
- Teach employees how to be good stewards of their organization's data



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“... integrate the old school cautious approach to new technology with the younger generation's willingness to try new things.”

- Seth Martinez, LinkedIn



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Wrapping up

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Generations at a glance

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Strengths vs weaknesses

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Training your phish



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Questions?

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THANKS FOR JOINING!

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