

LEVEL UP

THANKS FOR JOINING!

# Psychology and Security

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## Disclaimer

A Few Things First

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# 5 Things You Need to Know about Security behavior that will Change Your Program Forever!



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**Great security  
awareness  
creates a  
great security  
culture.**



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# Expect the unexpected



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# Train



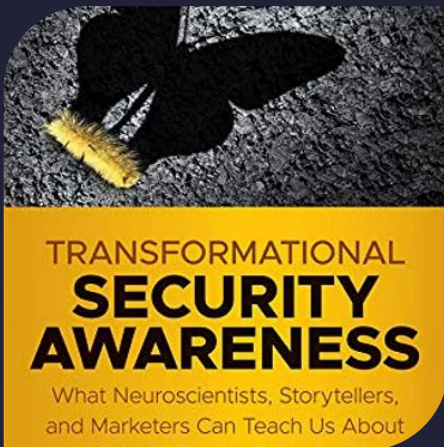
10



# Technology can't provide 100% protection



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## Transformational Security Awareness

By Perry Carpenter



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There are  
gaps between  
**KNOWLEDGE,**  
**INTENTION**  
and  
**BEHAVIOR**



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When we connect with our people at an emotional level (speaking to the WHY)

Our chance of leading them to care increases dramatically



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- WHY do they need to know about password managers?
- Why do they need to hover over links?
- Why do they need to be observant about the people in their area?



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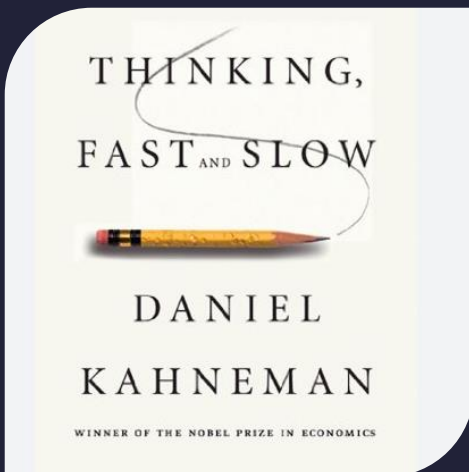
Create  
Curiosity



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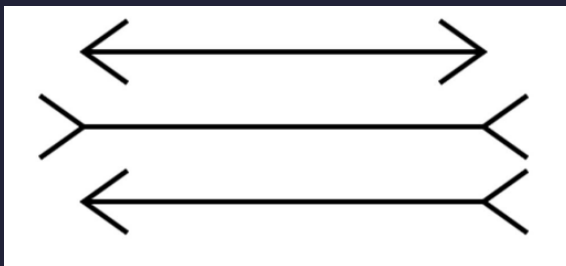
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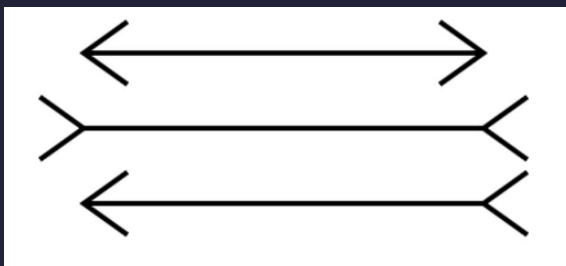
- System 1 Thinking
  - Fast
  - Emotion driven
  - Intuitive thinking
  - 95% of our thinking is this kind



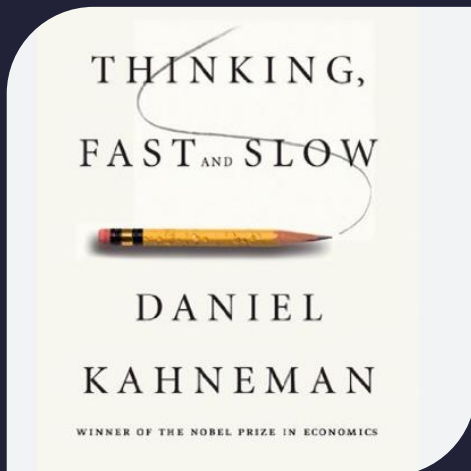
20



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- System 1 Thinking
  - Fast
  - Emotion driven
  - Intuitive thinking
  - 95% of our thinking is this kind
- System 2 Thinking
  - Slower
  - Methodical
  - Logical
  - Deliberate
  - 5% of our thinking is this kind



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## Techniques to Change Human Behavior



- Buy tools that create guard rails
  - Automatically encrypting email
  - Validating incoming email senders
  - Sanitize incoming emails
  - Have a "phish" reporting button
- Free ideas
  - Have a external email banner
  - Show the real sender in the email





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# Email Example

[BULK] How to Provide Excellent IT Support Using M365 + Teams

 Krista White <krista.white@crowcanyon.com>  
To:  Tim Miller

 Reply  Rep

 If there are problems with how this message is displayed, click here to view it in a web browser.  
Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Enterprise Vault

>>>External Email<<<

ID: 7557161, Score (-10 to 10): 5, Real Sender: 1axbmyjra555lbzey5xnghu3aha9ze9xctyrox-tim=fnbhutch.com@bf06x.hubspotemail.net, Recipients: tim@fnbhutch.com

Hello Tim,

[Join us for a sneak peek of the new NITRO Help Desk](#)

Thursday, March 30th at 11 am PT/2 pm ET.

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## Nudging







**Train them**

**Give them tools**

**Make the behavior easy**





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# FNB's Security Awareness Program

- Positive security points
- Negative security points
- Score on the Intranet
- Tied to performance review
- Based on past 365 days
- Can lose Internet access
- Can see their score details
- Supervisors can see subordinate scores
- Gift card rewards quarterly



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# FNB's Security Awareness Program

Cyber Security Scores			
Actual Cyber Security Score: 1326			
Performance Review Score: 5			
<a href="#">My Score Details</a>   <a href="#">How are Cyber Security Scores calculated?</a>   <a href="#">My Stats</a>   <a href="#">Settings</a>   <a href="#">KnowBe4</a>			
Immediate Subordinate Scores			
Name	Actual Score	Review Score ▼	
Employee 1	984.84	5	<a href="#">View Details</a>
Employee 2	1036.40	5	<a href="#">View Details</a>
Employee 3	1229.58	5	<a href="#">View Details</a>
Employee 4	1272.18	5	<a href="#">View Details</a>
Employee 5	1366.59	5	<a href="#">View Details</a>
Employee 6	1367.64	5	<a href="#">View Details</a>
Employee 7	1372.18	5	<a href="#">View Details</a>
Employee 8	1453.66	5	<a href="#">View Details</a>



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## Ways to Earn Points

- Pass/fail categories (don't expire)
  - Must use password manager
  - Approved senders only
  - Approved websites
  - Sanitized web links
  - Removed attachments
  - Security tip emails
  - MFA
- Events (expire in 1 year)
  - In-person training
  - Manager initiated training
  - Report phishing email (even spam)
  - Report test phishing email
  - Security puzzles and games

## Ways to Lose Points

- Pass/fail categories (don't expire)
  - Don't use password manager regularly
- Events (expire in 1 year)
  - Antimalware alert
  - Popup on desktop
  - Misuse of MFA
  - Misuse of Key FOB
  - PII on personal devices
  - Share a critical system password
  - Download malware
  - Other risky behavior



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## Ideas for a Security Awareness Program

- Point system
- Posters
- Email reminders
- Other reminders (sticky notes)
- Phishing Training
- Puzzles/games
- Videos
- In-person training
- Virtual reality training
- Rewards
- Recognition
- Physical room, like an escape room, to find security problems
- Team games



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# Build a security culture!



Security awareness is a journey.

The journey of a thousand miles begins with a single step.



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## Resources



Transformational Security Awareness – Perry Carpenter

— Ghost in the Wires – Kevin Mitnik

— The Way They Learn – Cynthia Tobias

— 8<sup>th</sup> Layer – Podcast by Perry Carpenter

— They CyberHero Adeventures - Gary Berman

Certified Cybersecurity Awareness Professional (CCAP)  
Certification

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