

**Awareness Programs are
Designed to Fail:
Behind every stupid user is a stupider
security professional**

**SECURE
MENTEM**



Ira Winkler, CISSP
ira@securementem.com
+1-443-603-0200

ABCs of Awareness



- Awareness = Information
 - Statistically 20% of impact
- Culture = Consequence
 - 80% of impact

You don't care about what people know; You only care about what they do

SECURE
MENTEM

Why Do You Drive Safely?



- Isn't it easy to drive dangerously?
- Isn't it less convenient to drive safely?
- How frequently do you take mandatory training?
- Why do you drive safely?
- Why wear seatbelts?

MENTEM

NSA Badge Story



SECRET
MENTAL

Behind Every Stupid User...

- ...is a stupider security professional
 - Usually
- They ass/u/me knowledge
- If there is not a specific procedure or guideline in place that you can point to a user violating, it is your fault
- If you cannot show that the user was properly informed of the procedure or guideline, it is your fault

*There is no common sense without common
knowledge*

Most Awareness Programs Are Just Gimmicks

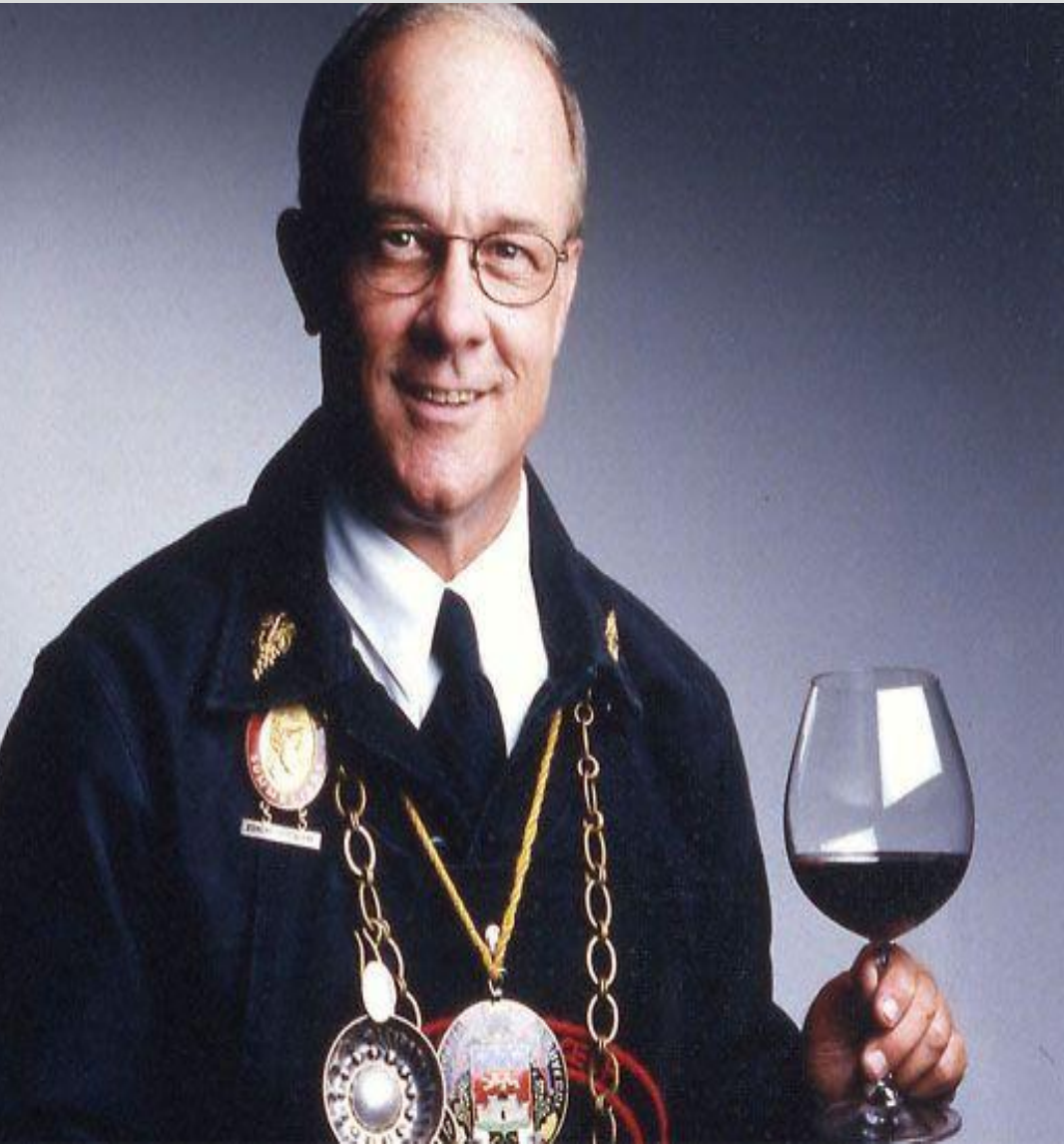
- *Focus on pushing out information*
- They choose entertaining videos
- They come up with giveaways
- Tests of finite knowledge
- They treat security like a “Should”
- They are afraid to define required behaviors/actions with penalties, **JUST LIKE ANY OTHER POLICY**



Awareness Programs Should All Over People

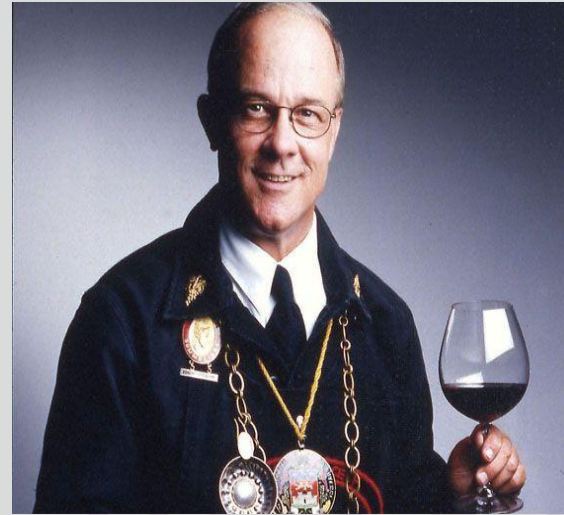


Sommelier vs. Grandma



In Other Words

Awareness =



Culture =



SECURE
MENTEN

Musts Are Good

ALL EMPLOYEES MUST:

1. Tape Webcam
2. Tape Microphones
3. Install Password Manager
4. Enable 2FA on their accounts
5. Use a Hardware Token

Do **NOT** use Hooli products.

Do **NOT** post pictures or videos of the office
on Social Media.

S
N



Who Are You Creating?

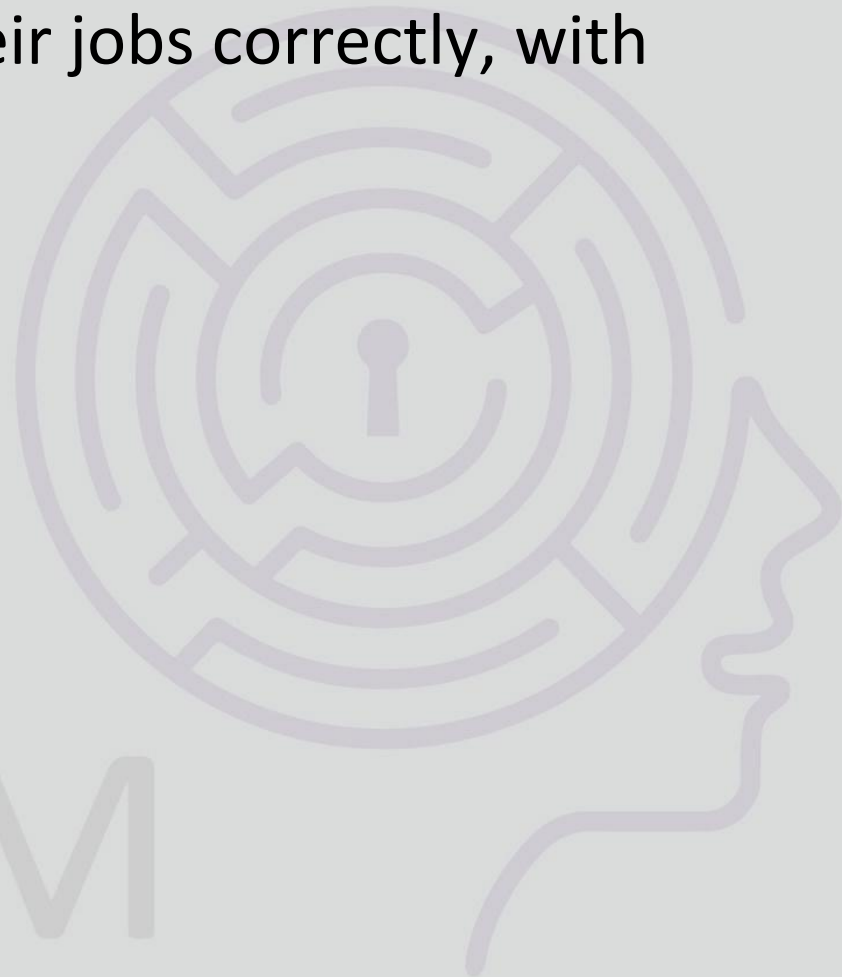


SECRET
MENTEM

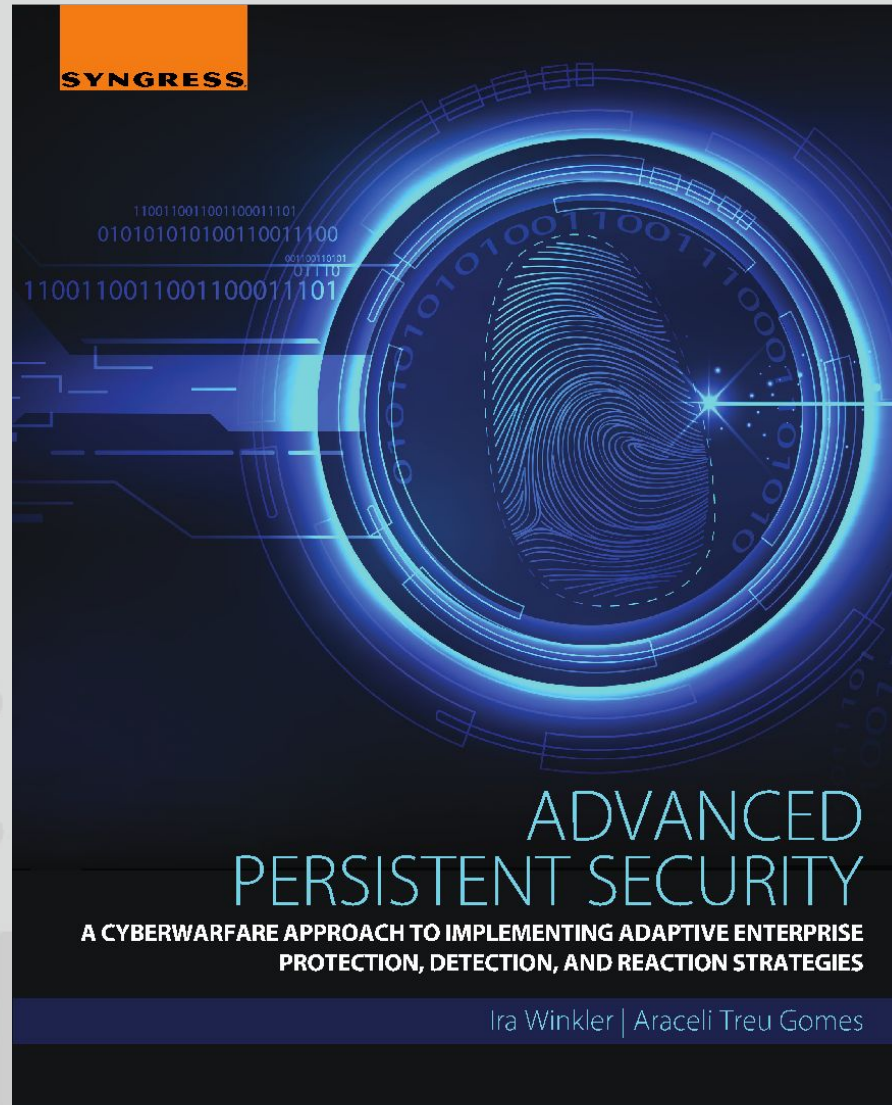
Focus on Creating Culture

- Procedures and guidelines
 - How do people just do their jobs correctly, with embedded security
- Peer pressure
- Enforcement

SECURE
MENTEM



The Book, The Myth, The Legend



For More Information

ira@securementem.com

+1-443-603-0200

@irawinkler

www.securementem.com

www.linkedin.com/in/irawinkler

Facebook.com/irawinkler

SECURE
MENTEM

