The Human Firewall

Empower your employees to make smarter security decisions

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Speakers

James McKenny
Cyber Security
Solutions Specialist

greymatter

Javvad Malik
Lead Security
Awareness Advocate

KnowBe4
Human error. Conquered.

Agenda

- Webinar housekeeping
- About Grey Matter
- How to build better defences for your organisation through leveraging the human firewall
- The importance of building a healthy security culture
- How to enable your employees to make smarter security decisions
- Q&A
- Contact details

greymatter | KnowBe4 Human error. Conquered.

Welcome to today's webinar

How can I ask a question?

- Q&A feature
- We will answer questions at the end

Can I view this presentation after the session?

- Yes, the webinar is being recorded
- The recording and slides will be available via the link you used to join today's session

Additional support post webinar:

- Demos
- Free trials
- Licensing advice
- Blogs & other content
- Additional webinars to view & attend

About Grey Matter

- Launched in 1983
- Software reseller and cloud service provider focused on supporting developers and technology-led companies
- Acquired by the Climb Global Solutions (NASDAQ: CLMB) in 2020
- Offices in the UK, Canada, Ireland and the USA
- Vast catalogue of solutions from leading and niche vendors
- Cyber security, ISV, Microsoft, Embarcadero and mapping specialist teams

Javvad Malik
Lead Security Awareness Advocate

- 20 years in information / IT / cyber security
- Security Operations
- Consultant
- Industry Analyst
- Security Advocate
- YouTuber
- Podcaster
- Blogger

JavvadMalik.com
@J4vv4D

Zoom Scam Forces Closure of Australian Hedge Fund

Tech

Scammers use Queen's death to trick people into crypto and NFT schemes

The UK's National Cyber Security Centre has also warned that there could be an increase in email phishing scams

Adam Smith • Tuesday 20 September 2022 12:59 • Comments

An Illinois hospital is the first health care facility to link its closing to a ransomware attack

A ransomware attack hit SMP Health in 2021 and halted the hospital's ability to submit claims to insurers, Medicare or Medicaid for months, sending it into a financial spiral.

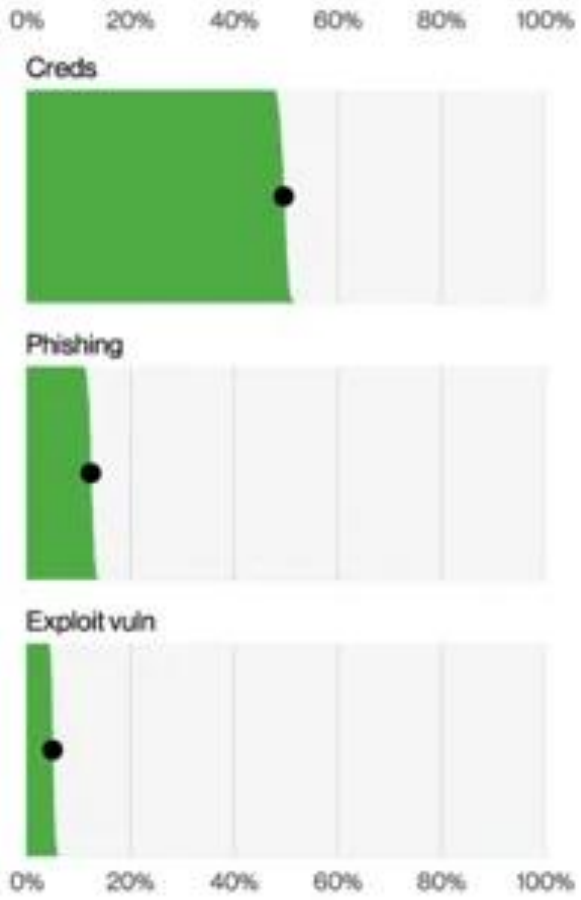


Figure 7. Select enumerations in non-Error, non-Misuse breaches (n=4,291)

VDBIR: 74% of Data Breaches Involve the "Human Element"

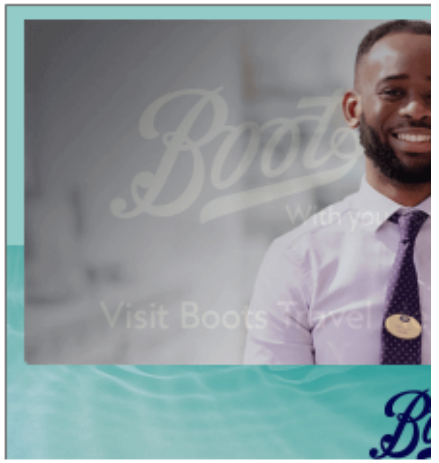
2023 Thales Data Threat Report Reveals Increase in Ransomware Attacks and Human Error as Main Cause of Cloud Data Breaches

Business Wire

April 18, 2023 · 5 min read

THALES

Building a future we can all trust



Why do people fall for social engineering attacks?

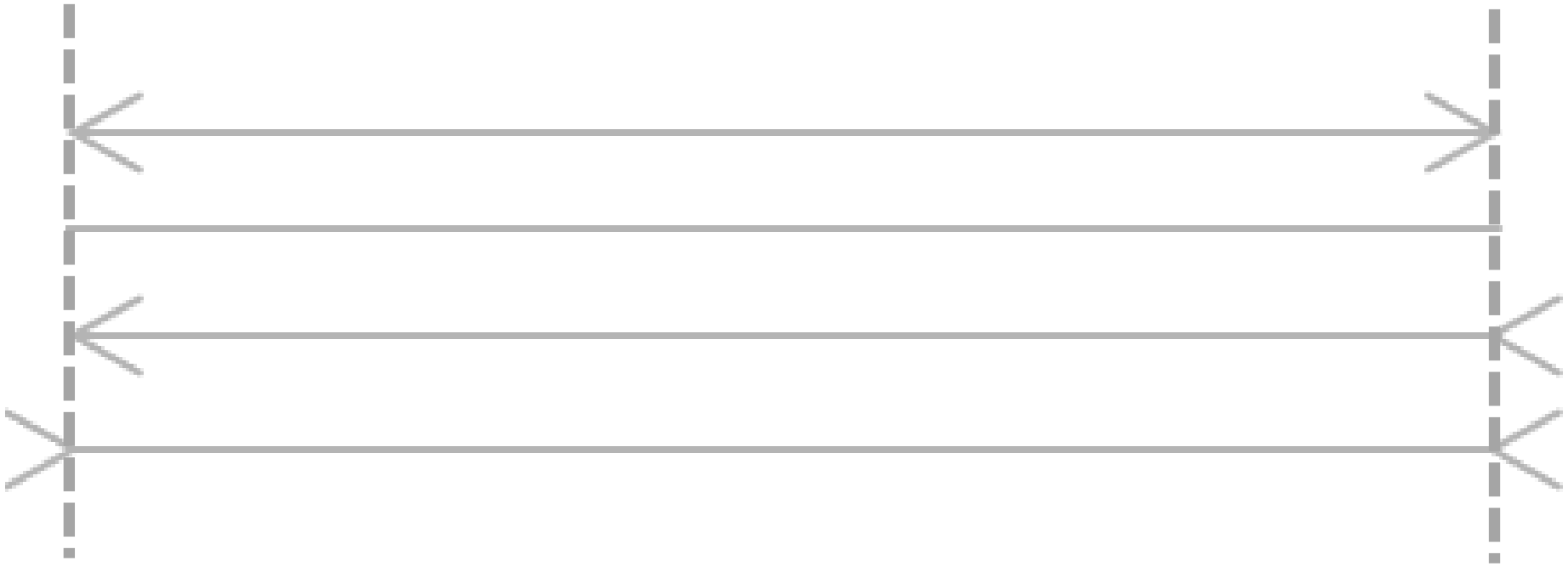
Hyperactive WHAT
Lazy WHY

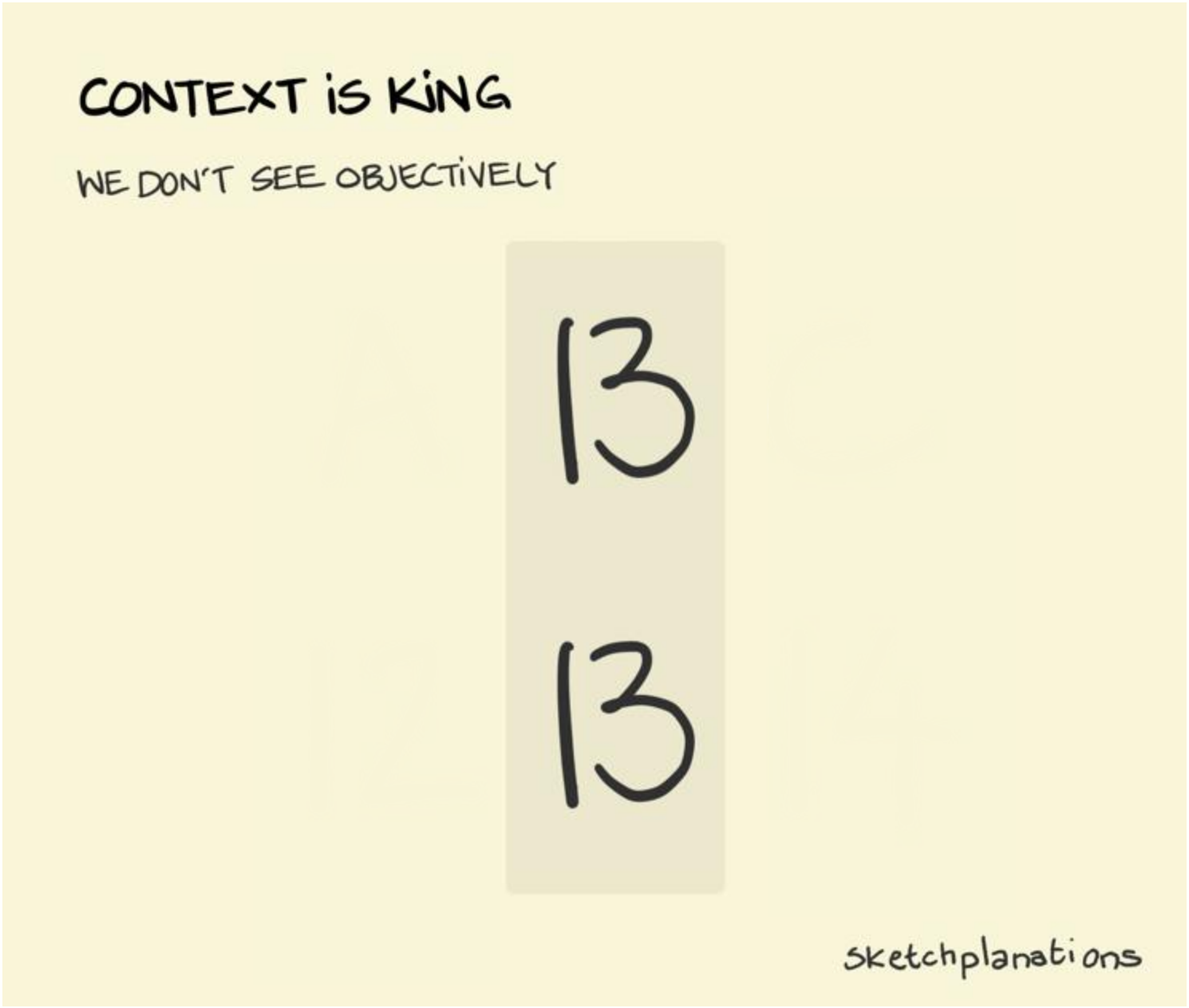
Why Did The Chicken Cross The Road?

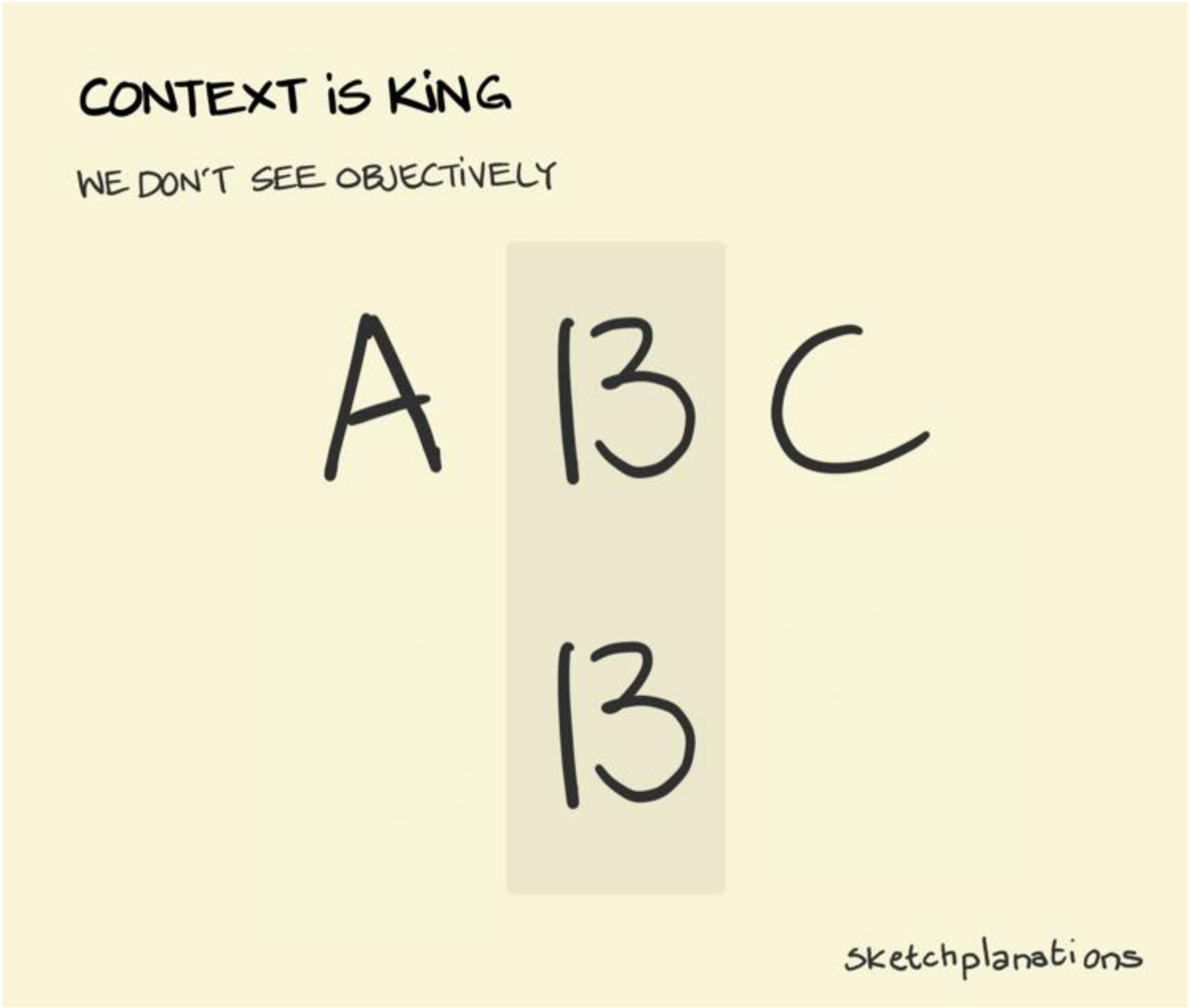
Our Own Brains Working Against Us

Which line is longest?

Which line is longest?




CONTEXT IS KING
WE DON'T SEE OBJECTIVELY
13
13
sketchplanations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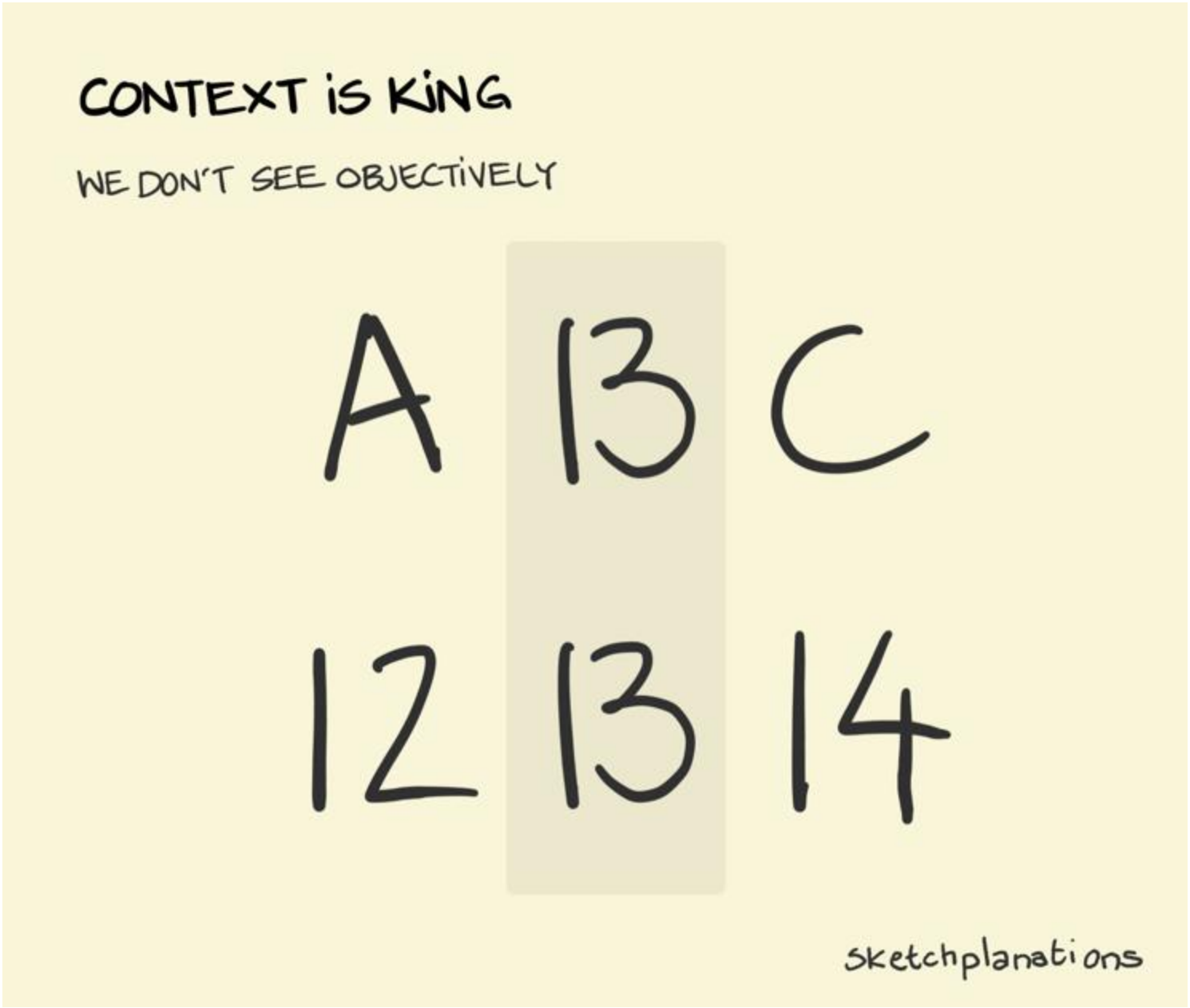
sketchplanations

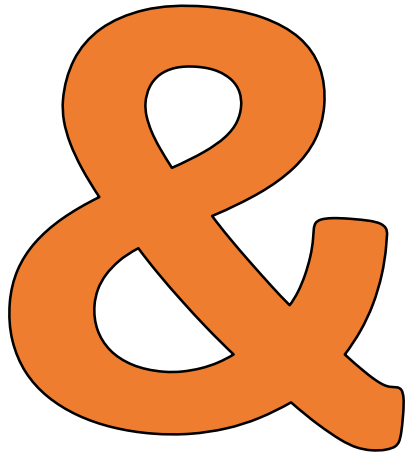

CONTEXT IS KING
WE DON'T SEE OBJECTIVELY
A 13 C
12 13 14
sketchplanations

Perception vs. Reality

- The phaonmneal pweor of the hmuan mnid, aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it deosn't mttaer in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae.
- The rset can be a taotl mses and you can sitll raed it wouthit a porbelm.
- Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Amzanig huh?
- And I awlyas tghuhot slpeling was ipmorantt!

What do employees need to do?

Recognise



Report

More training!

Think like a marketer,
Not like a trainer

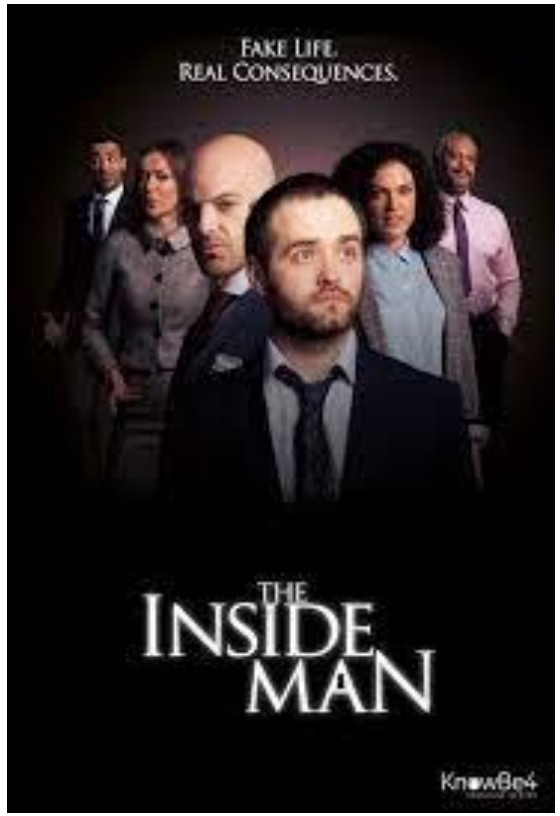
Think like a marketer

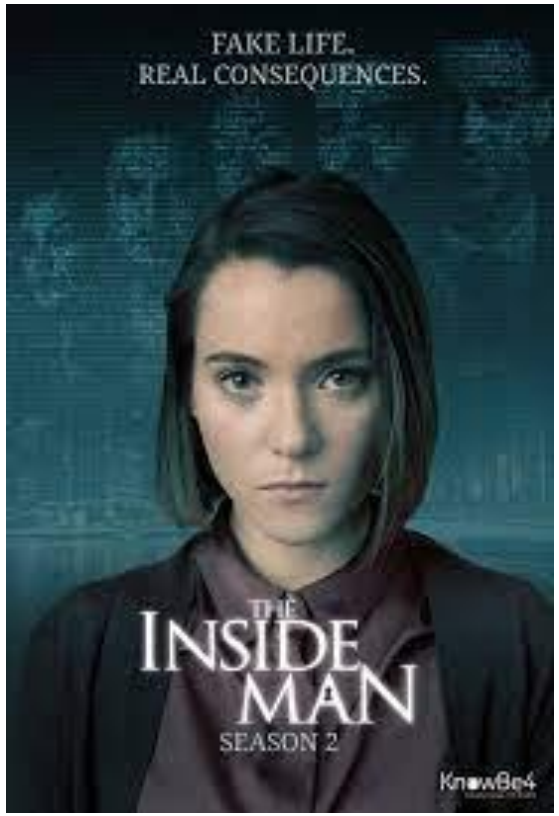
You can't effectively train on everything…

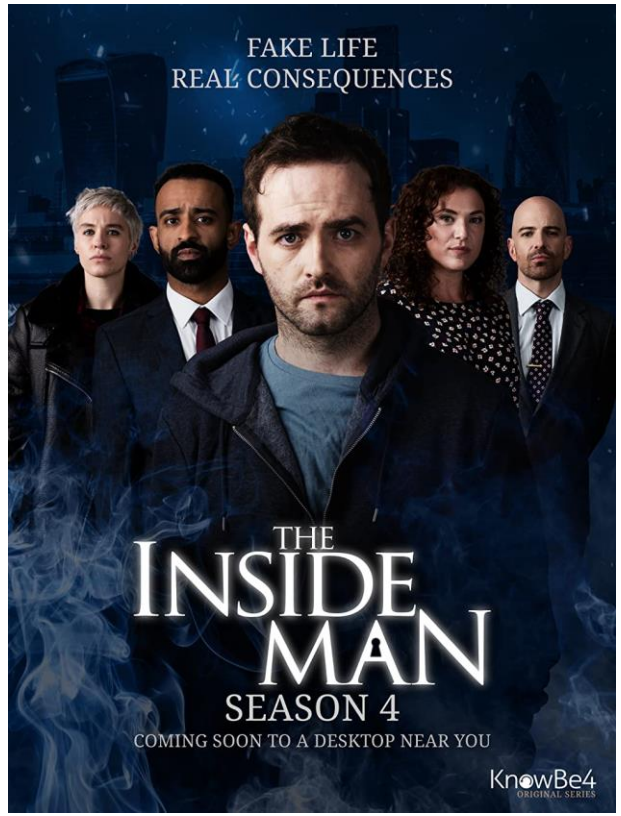
If your goal is behavior change,

focus on 2 to 3 behaviors at a time

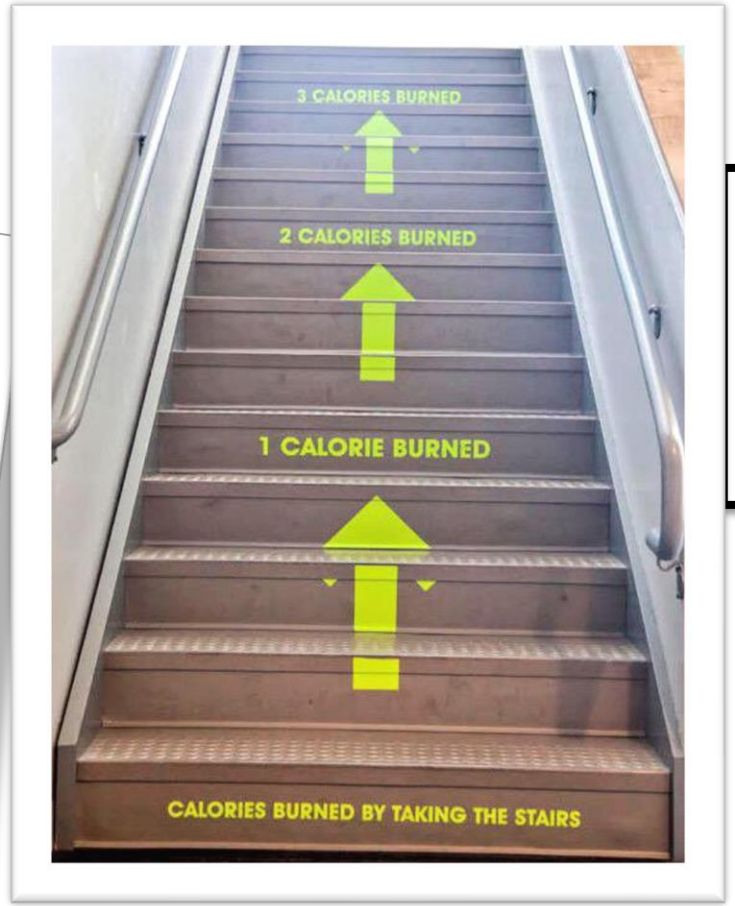
The art and craft of storytelling

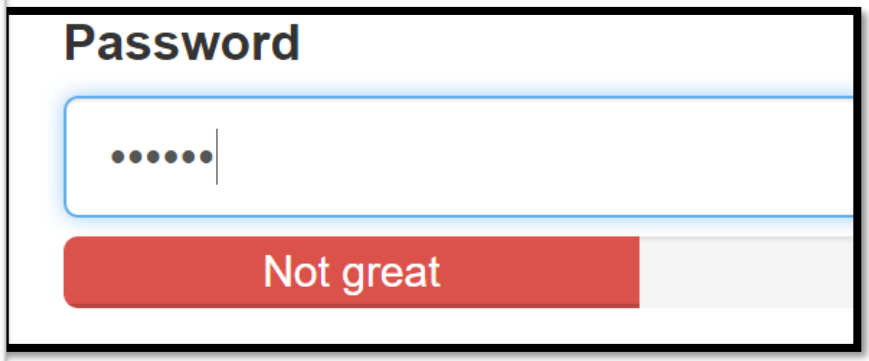




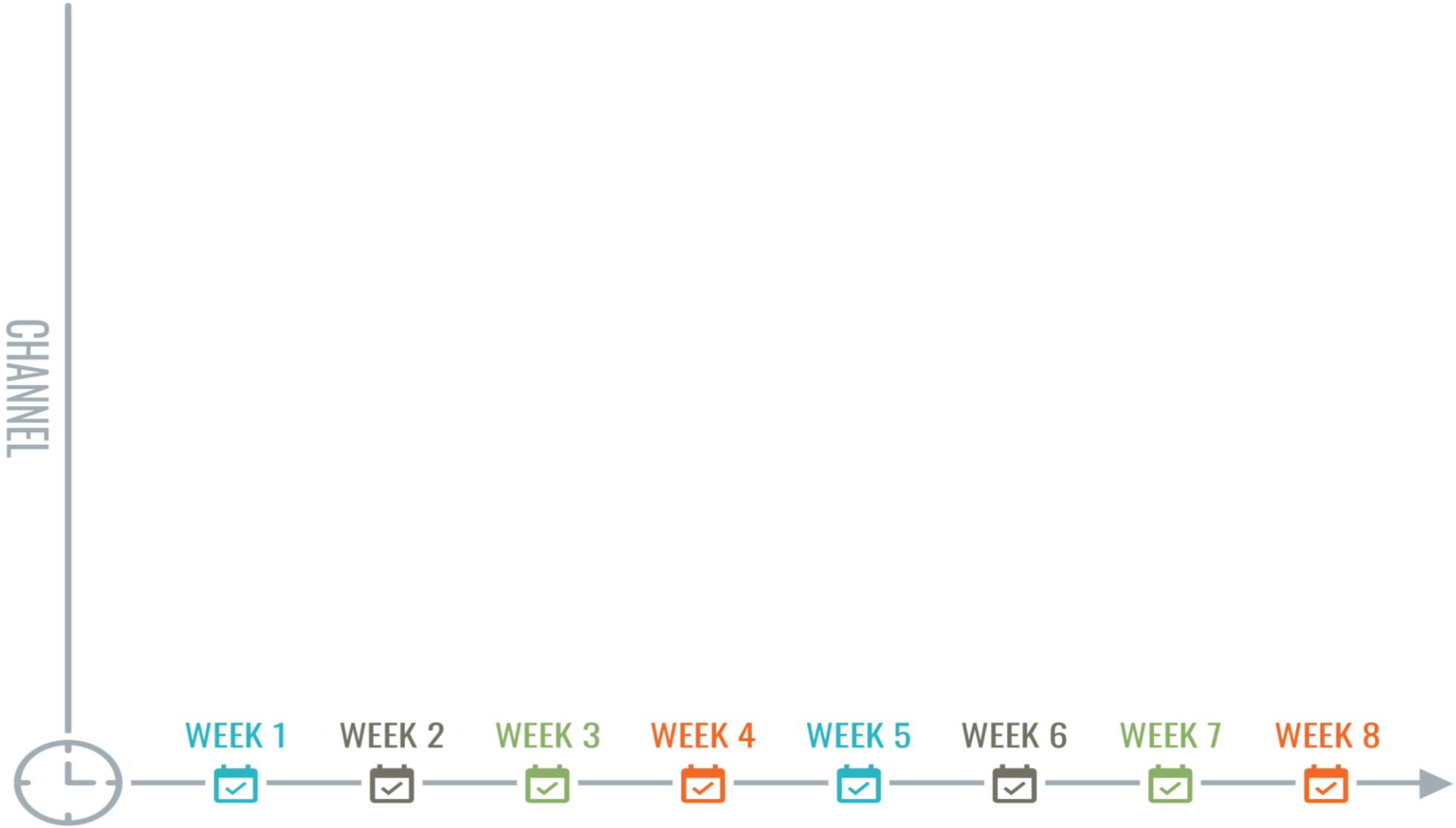


Nudge them in the right direction





Plan like a Marketer. Test like an Attacker.



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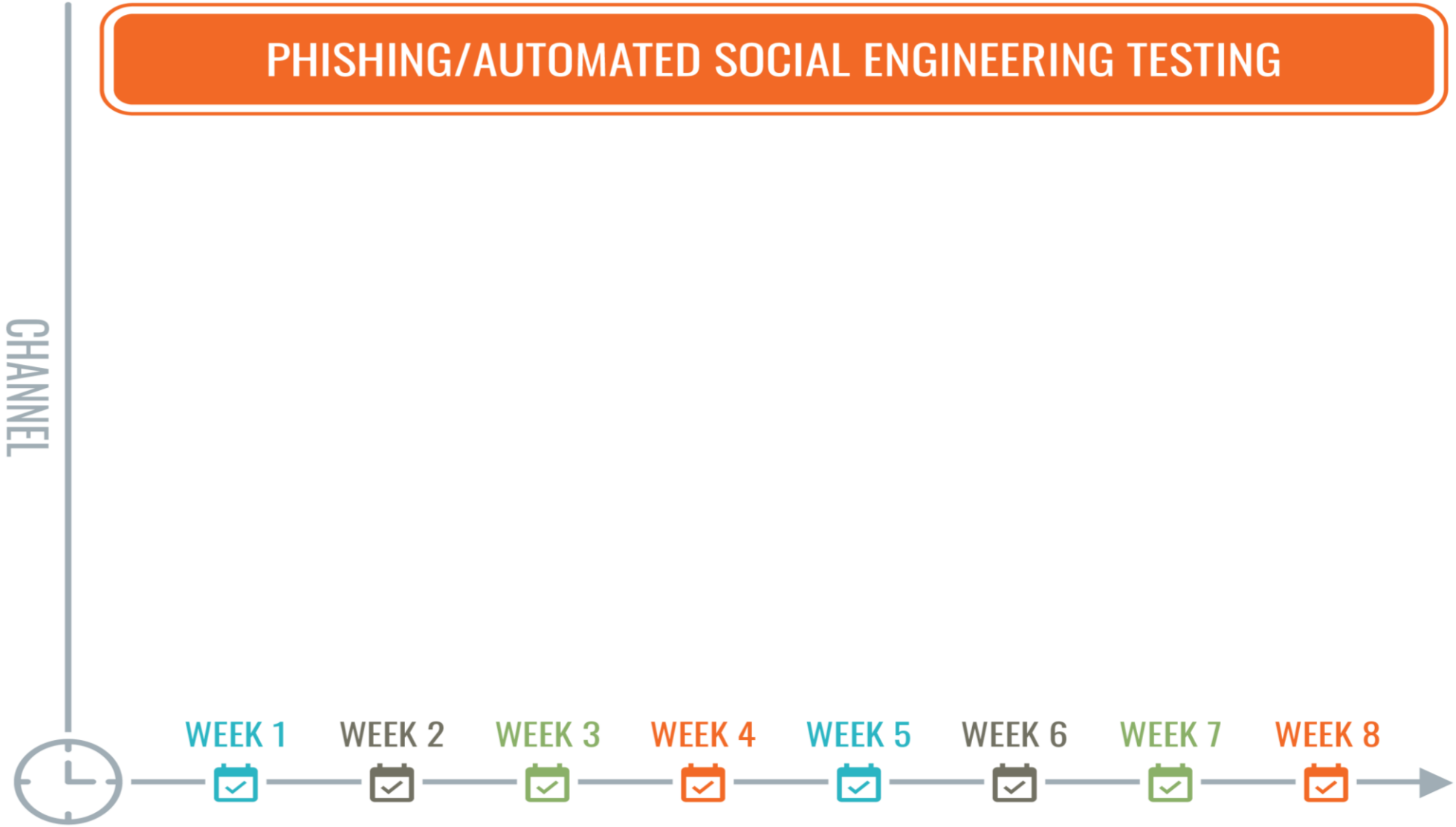

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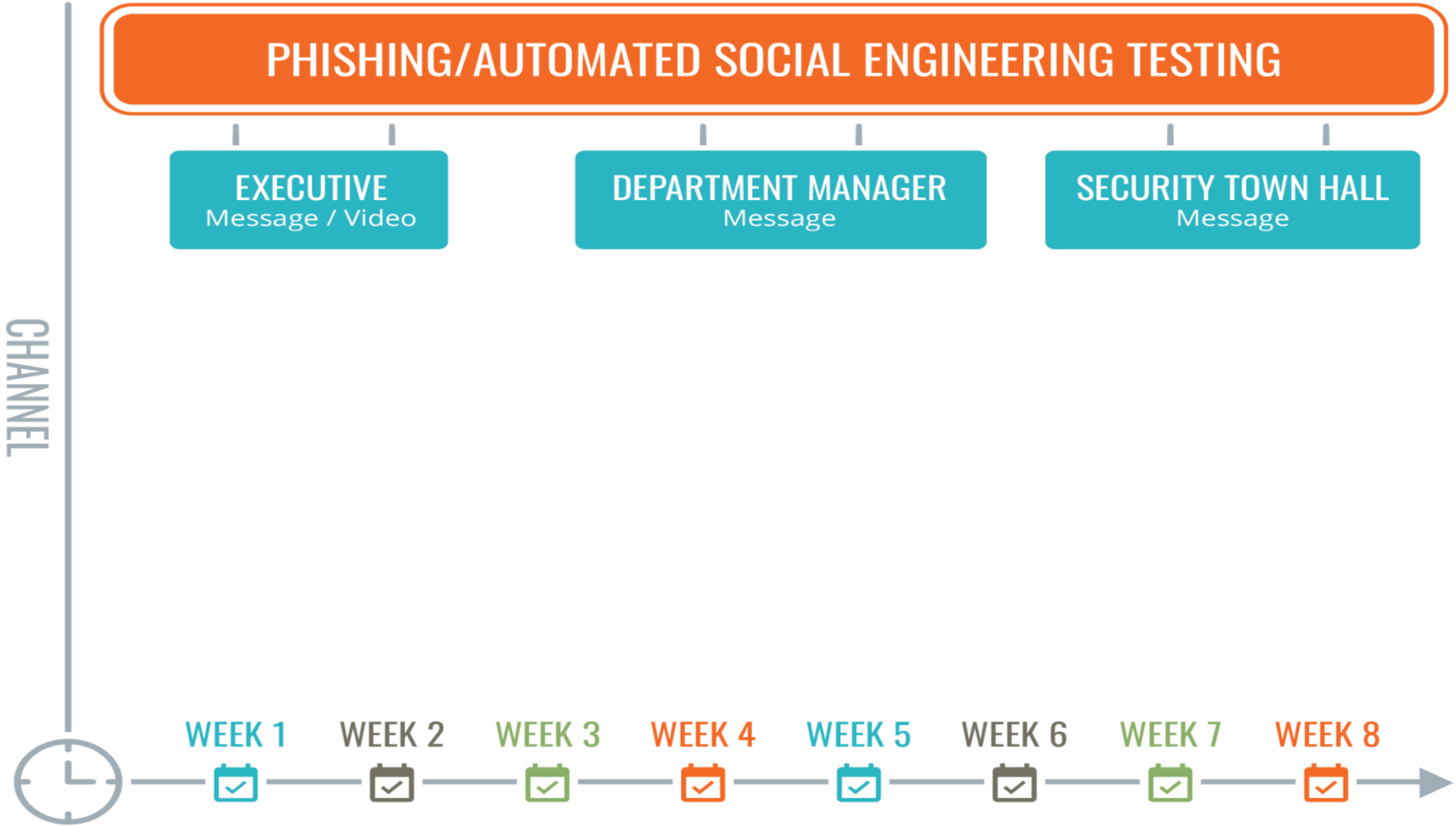

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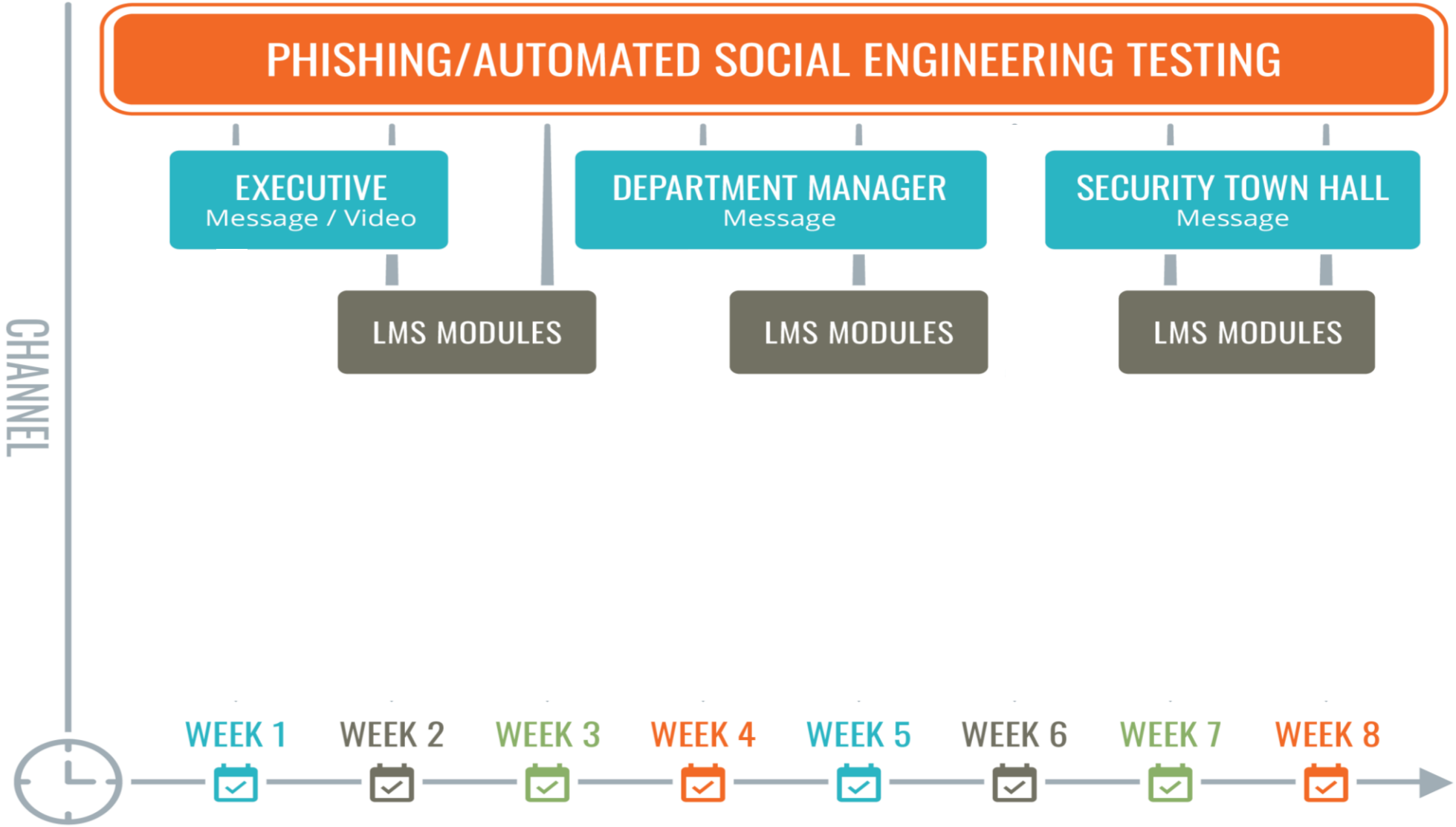

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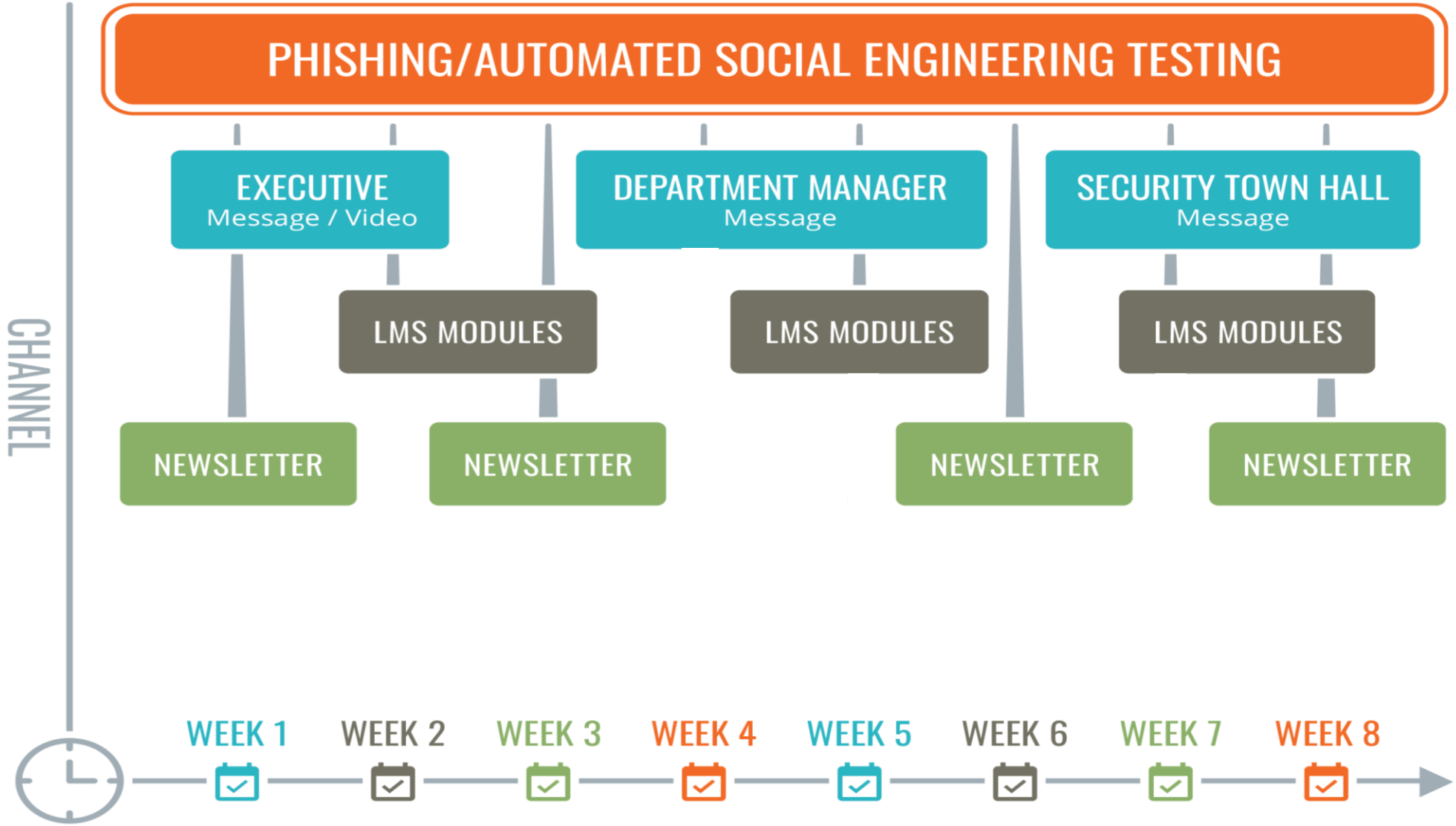

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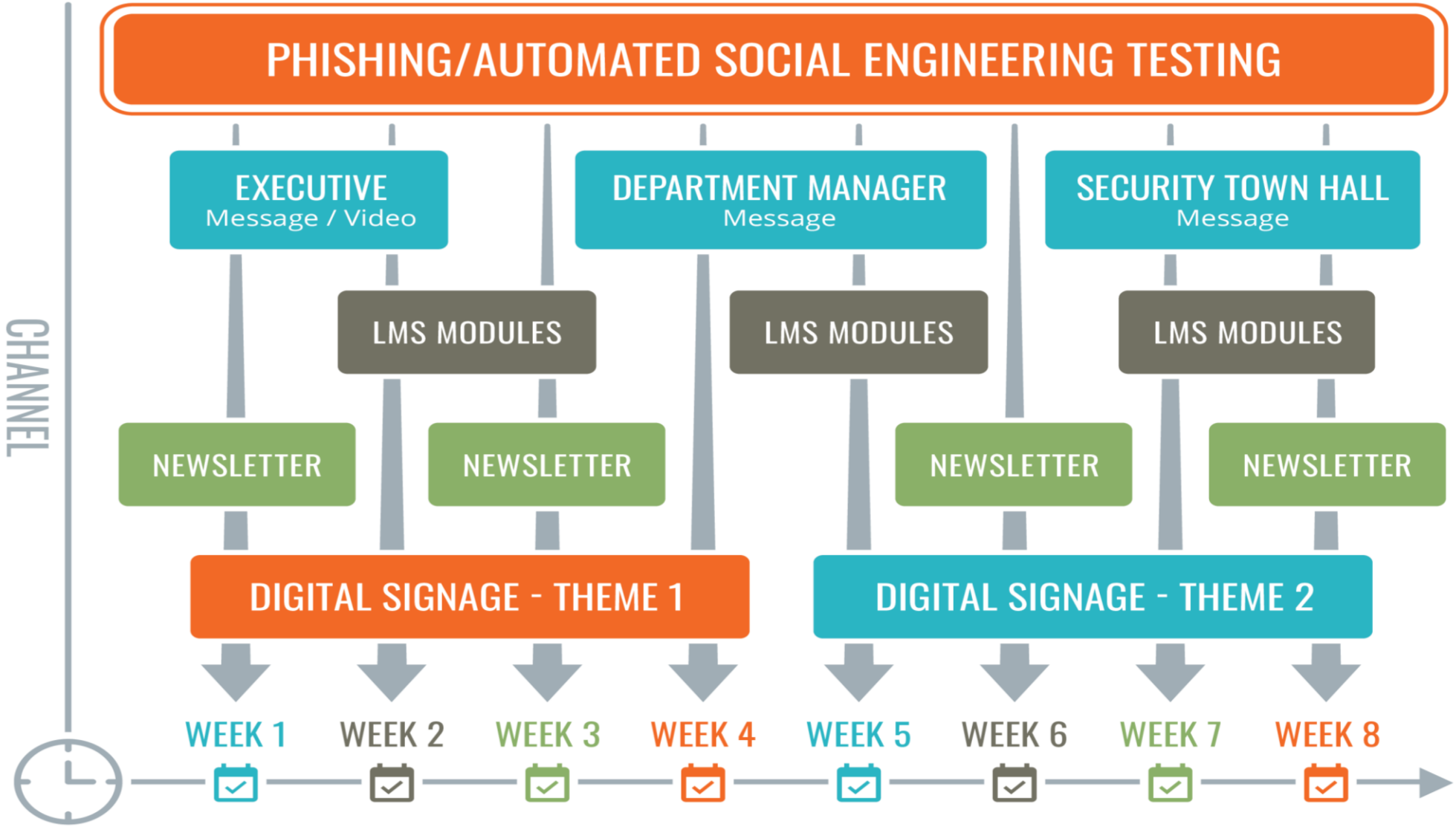


Simulated Phishing

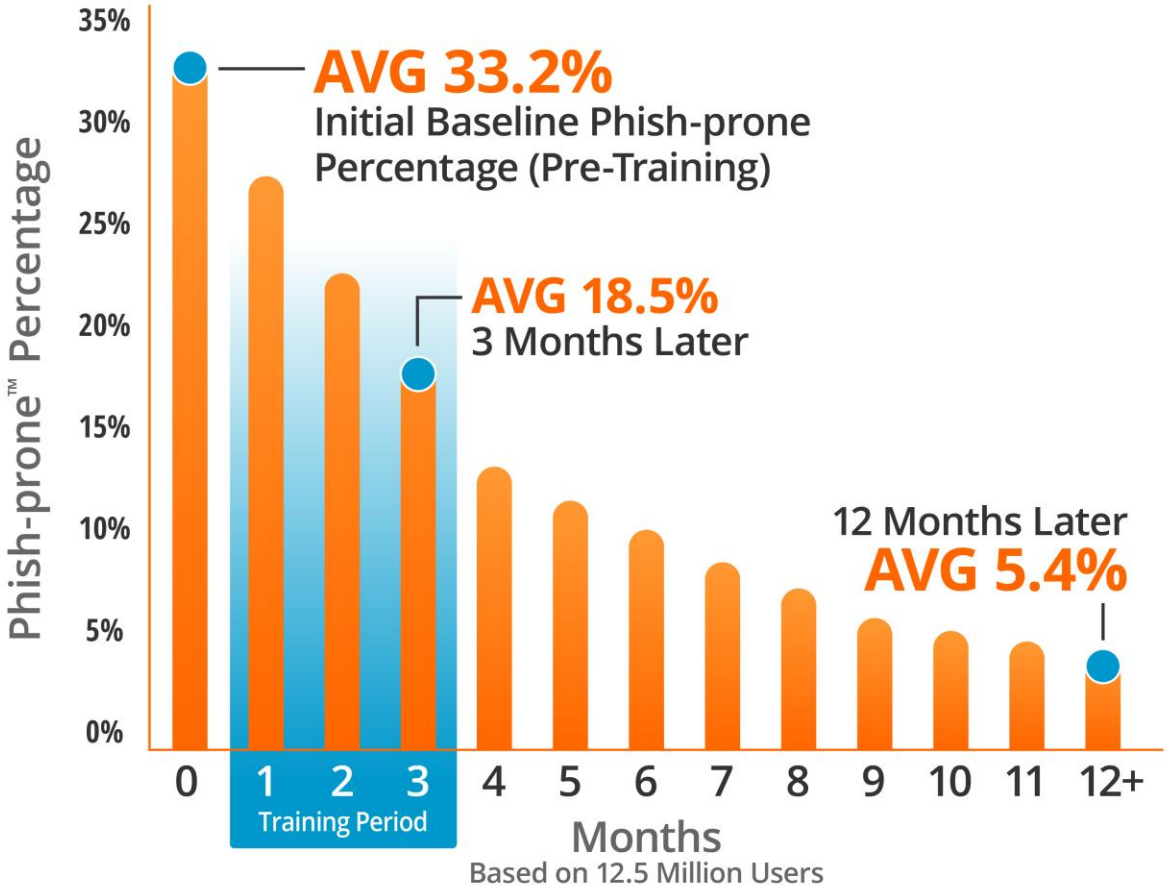
- Phish Prone Percentage
- Reporting of Suspicious Emails
- A Culture Change

Generating Industry-Leading Results and ROI

- Reduced Malware and Ransomware Infections
- Reduced Data Loss
- Reduced Potential Cyber-theft
- Increased User Productivity
- Users Have Security Top of Mind

82% Average Improvement

Across all industries and sizes from baseline testing to one year or more of ongoing training and testing



Source: 2023 KnowBe4 Phishing by Industry Benchmarking Report

Note: The initial Phish-prone Percentage is calculated on the basis of all users evaluated. These users had not received any training with the KnowBe4 console prior to the evaluation. Subsequent time periods reflect Phish-prone Percentages for the subset of users who received training with the KnowBe4 console.

I have a 7-point strategy

KnowBe4
Human error. Conquered.

- Create Champions
- Share Stories From the Top
- Intensity v Consistency
- Designated Driver

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Any questions?

Get in touch

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