



# “Housekeeping”

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*Real Learning for Real Life*

# Getting Cyber Safety Through to Employees (and anyone else)

**Ron Woerner**

**Twitter: @ronw123**

**Bellevue University**

**Director CyberSecurity Studies**

**Stop.Think.Connect.**





# ACM Learning Center

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# Talk Back

- Use the **Facebook** widget in the bottom panel to share this presentation with friends and colleagues
- Use **Twitter** widget to Tweet your favorite quotes from today's presentation with hashtag **#ACMWebinarSec**
- Submit questions and comments via Twitter to **@acmeducation** – we're reading them!

# Poll

What % of security breaches were caused by human error:

- 23%
- 31%
- 42%

# Poll

What % of security breaches were caused by human error:



Source: <http://www.futuristech.info/etc/interesting-infographic-shows-security-breaches-are-getting-more-costly>

# Human Paradox





From: NeighborWatch Alert <alerts@neighborwatch.org> Sent: Tue 12/18/2012 1:36 PM  
To: [REDACTED]  
Cc:  
Subject: Criminal Activity Alert in your area

Dear Neighbor,

Local law enforcement agencies have identified an increase in criminal activity within the following ZIP codes: 01234, 23456, 34567, and 45678.

Review recent activity for your area

<<http://www.neighborwatch.org/localmap/{4}>> to keep your family safe!

---

This is an automated alert. You can unsubscribe from email alerts

<<http://www.neighborwatch.org/unsubscribe/{4}>> or change settings <<http://www.neighborwatch.org/settings/{4}>>

**10% Victim Rate  
15% Report Rate**

# Human Paradox



It might seem basic, but...

# **A Quick Guide to the Worst Corporate Hack Attacks of 2014**

By Keith Collins  | December 12,  
2014

<http://www.bloomberg.com/graphics/2014-data-breaches/>



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# Human Paradox

**Humans continue to be  
our weakest link.**

**We need humans to keep  
our organization going.**

# Poll

How often does your organization perform security awareness:

- Once a month
- Once every six months
- Once a year
- When they think about it
- What's that?

# Why have an awareness program?

1

- Check a box

2

- Encourage the right behaviors



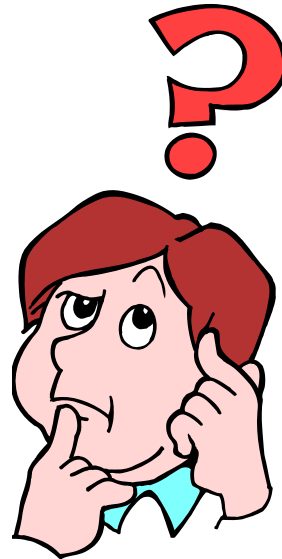
# What it's all about

# People



# Human Paradox

## What do we do?







# Effective Awareness

Educate to Change Specific Behaviors

Start with Why?

Ask, “Who Owns the Headache?”

They do *and* we do

Build their Security Mindset

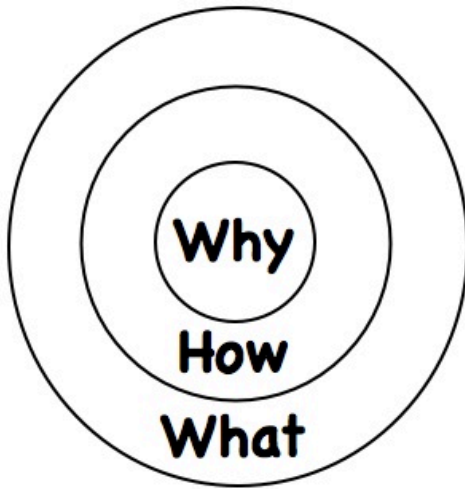
Risks, Threats & Vulnerabilities

Continuous Process

# Educate to change specific behaviors

## Starting with Story

### Golden Circle



**Why** – Make the invisible visible

**How** – Design visual stories

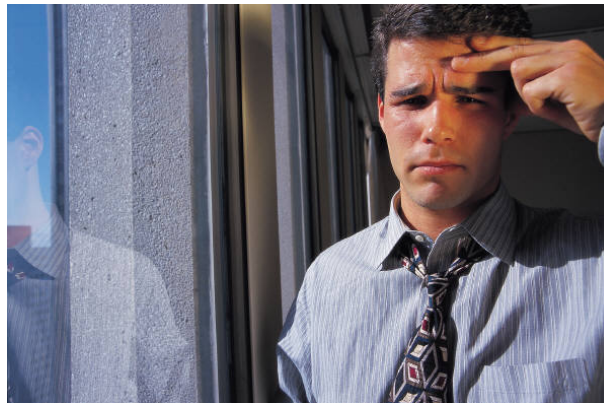
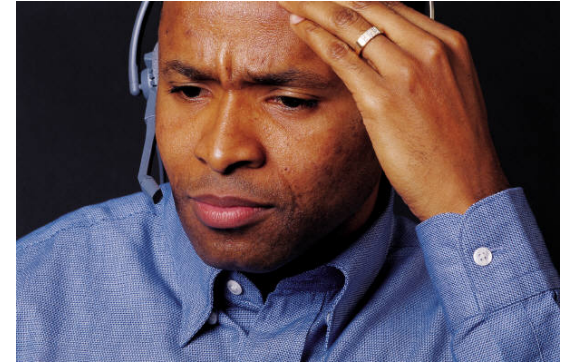
**What** – Playfully create clarity  
and unearth purpose

Credit: Simon Sinek, Starting with Why



**KEEP  
CALM  
AND  
MAKE IT  
PERSONAL**

# Who owns the Headache?



# Building the Security Mindset

"mindset" {noun}

*a set of beliefs or a way of thinking that determines one's behavior, outlook and mental attitude.*



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**Risks**  
**Threats**  
**Vulnerabilities**

# Building the Security Mindset

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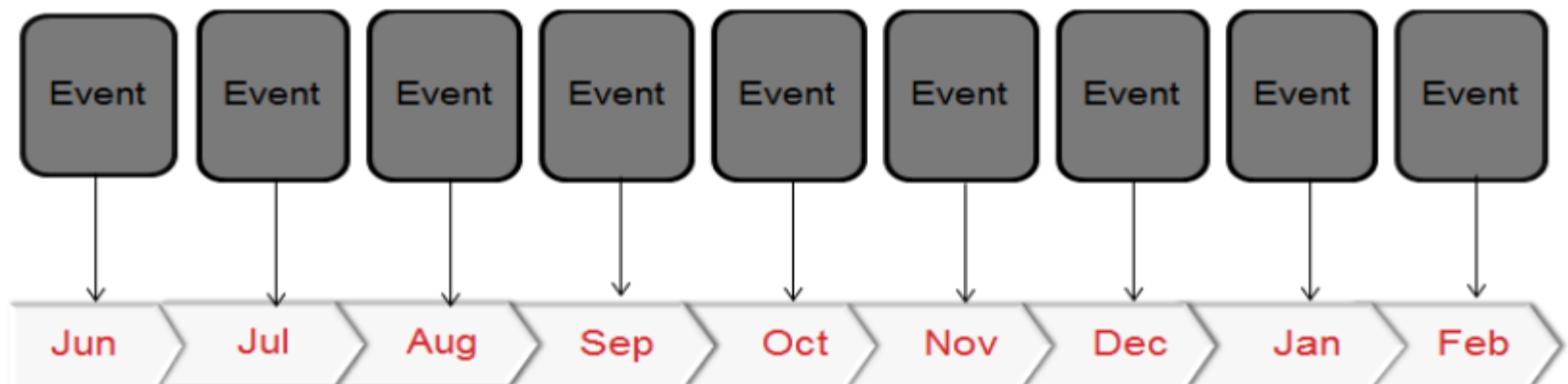
**Ethical  
Disclosure**



# Phishing – Educate to change behavior

## THE APPROACH

1. Select targets – Random, representative
2. Execute Phish
3. Train victims, immediate feedback
4. Collect and analyze metrics
5. Report and train ALL USERS



**Catch them doing  
something right,  
Not just something wrong**

# Poll

What is your greatest cyber awareness challenge:

- Users don't participate / engage
- Management not involved
- Lack of good material
- Time to do it
- Other

# Ways to Get Involved -



**RESPECTING PRIVACY  
SAFEGUARDING DATA  
ENABLING TRUST**

Data Privacy Day is held every year on January 28.

<http://www.staysafeonline.org/data-privacy-day/>



**National Cyber Security  
Awareness Month**

*By the end of 2014 there will be almost 3 billion internet users worldwide. Securing cyber space is a responsibility we all share – empower yourself and your community by joining National Cyber Security Awareness Month co-sponsored by the National Cyber Security Alliance and the US Department of Homeland Security.*

**CYBERSECURITY IS  
“OUR **SHARED** RESPONSIBILITY”**

[click here](#)



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# THINKING TWICE...



## KEEP A CLEAN MACHINE.

*Like your phone or PC, keep any machine that connects to the Internet free from viruses, malware and other online threats. Update apps that you use to control devices whenever a new version is available.*



## THINK TWICE ABOUT YOUR DEVICE.

*Have a solid understanding of how a device works, the nature of its connection to the Internet and the kinds of information that is stored and transmitted.*



## YOU ARE ONLY AS STRONG AS THE NETWORK TO WHICH YOU CONNECT.

*If you haven't properly secured the network you are connecting to with proper passwords, updated software and maintenance of other connected devices, your Internet of Things could be vulnerable.*

[click  
here](#)

MS-ISAC - <http://msisac.cisecurity.org/>



<http://stcguide.com/>

Resources & PSAs:

<http://stcguide.com/resource-index/>





<http://www.dhs.gov/stopthinkconnect>



<http://staysafeonline.org/>



# What it's all about

# People





# Who I am

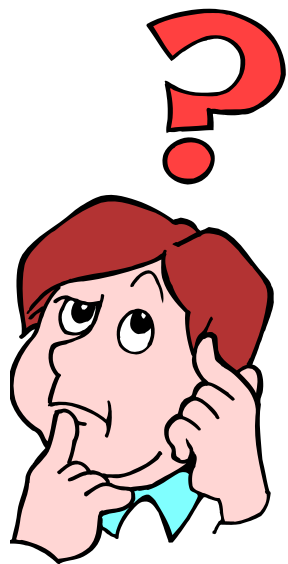
Ron Woerner

- Director of Cybersecurity Studies for Bellevue University
- 20+ years experience in IT
- Security Professional for 15 years
- Given tons' o presentations on security and Internet safety
- AFA US CyberPatriot Mentor of Year, 2013-2014

# Questions???

Webinar Q&A

Twitter: #ACMWebinarSec



**I HAVE NO SPECIAL  
TALENTS. I AM ONLY  
PASSIONATELY  
CURIOUS.**

**-ALBERT EINSTEIN**



*Real Learning for Real Life*

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**Director MS CyberSecurity Studies**

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    - *Network Intrusion Analysis*
    - *Violent Python*
    - *...and more*
  - Courses
    - *Certified Ethical Hacker (CEH) v8*
    - *CISSP 2013 Domain*
    - *...and others*