“Housekeeping”

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Getting Cyber Safety Through to Employees (and anyone else)

Ron Woerner
Twitter: @ronw123
Bellevue University
Director CyberSecurity Studies
1,400+ trusted technical books and videos by leading publishers including O’Reilly, Morgan Kaufmann, others

Online courses with assessments and certification-track mentoring, member discounts on tuition at partner institutions

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“Housekeeping”

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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:

- 13%
- 31%
- 43%
- 62%

Source: [http://www.futuristech.info/etc/interesting-infographic-shows-security-breaches-are-getting-more-costly](http://www.futuristech.info/etc/interesting-infographic-shows-security-breaches-are-getting-more-costly)
Human Paradox

THERE IT IS

Enter your bank account number.

OKEY-DOKEY.

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 IS HARD WALKIN' ON THIS STUFF.

YEP, SON, WE HAVE MET THE ENEMY AND HE IS US.

CYBERSPACE
It might seem basic, but...

A Quick Guide to the Worst Corporate Hack Attacks of 2014

By Keith Collins  |  December 12, 2014

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?
Employees as part of the solution
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?
"mindset" {noun}

a set of beliefs or a way of thinking that determines one's behavior, outlook and mental attitude.
Building the Security Mindset

"mindset" \{noun\}

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

Risks
Threats
Vulnerabilities
Building the Security Mindset

"mindset" {noun}

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

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 -

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.

“OUR SHARED RESPONSIBILITY”

click here
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.
MS-ISAC - http://msisac.cisecurity.org/

http://stcguide.com/

Resources & PSAs:
http://stcguide.com/resource-index/
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
Questions???

Webinar Q&A
Twitter: #ACMWebinarSec
I have no special talents. I am only passionately curious.

—Albert Einstein
Ron Woerner
Ronald. Woerner @ bellevue.edu
Twitter: @ronw123
Bellevue University
Director MS CyberSecurity Studies

Stop. Think. Connect.
ACM: The Learning Continues...

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    - Learning Whitehat Hacking and Penetration Testing
    - Network and System Security
    - Network Intrusion Analysis
    - Violent Python
    - ...and more
  - Courses
    - Certified Ethical Hacker (CEH) v8
    - CISSP 2013 Domain
    - ...and others