



CYBER SECURITY  
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# Stop trying to make your employees aware about cybersecurity, it does **NOT** work

Alexandre Pluvinage



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BLOG

# 91% of Cyberattacks Begin with a Phishing Email

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Research by Deloitte found that 91% of all cyberattacks begin with a phishing email (an email that looks like it's from someone you know but is actually from criminals).

That's how web giant Yahoo was targeted a few years ago, exposing the contents of half a billion user accounts to criminals. And though we often only hear about these high-profile cases, small and medium-sized businesses are prime targets for these attacks.

# 「Rate your current cybersecurity awareness results」

- 1 – Top of the class
- 2 – Compliant +
- 3 – Well ...

# Criteria for effective cybersecurity awareness

Employee knows

Employee applies

Employee detects

Employee alerts

Employees protects the company/organisation



Culture

# 「Rate your current cybersecurity awareness results」

- 1 – Top of the class
- 2 – Compliant +
- 3 – Well ...

*“It is complicated”*

*“I don’t understand it”*

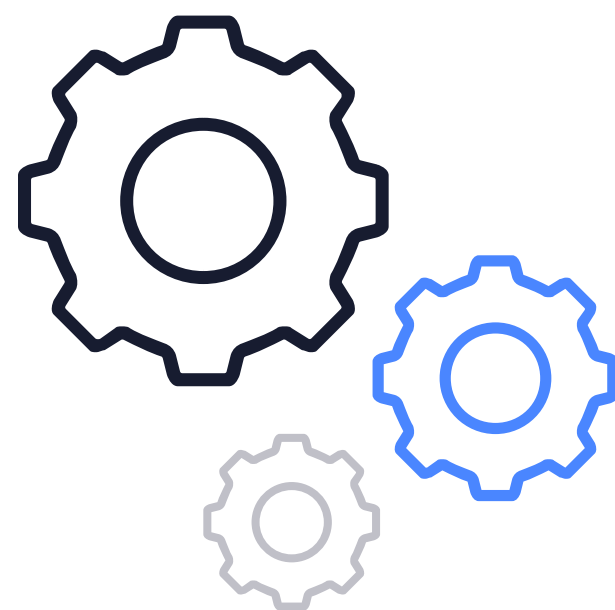
*“Not necessary,  
my computer is protected”*

*“Not my problem,  
IT is in charge of it”*

*“Not in my KPIs”*

*“Don’t have  
time for that”*

*“Cyber what ?”*



## success factors for changing employees behaviour on cybersecurity

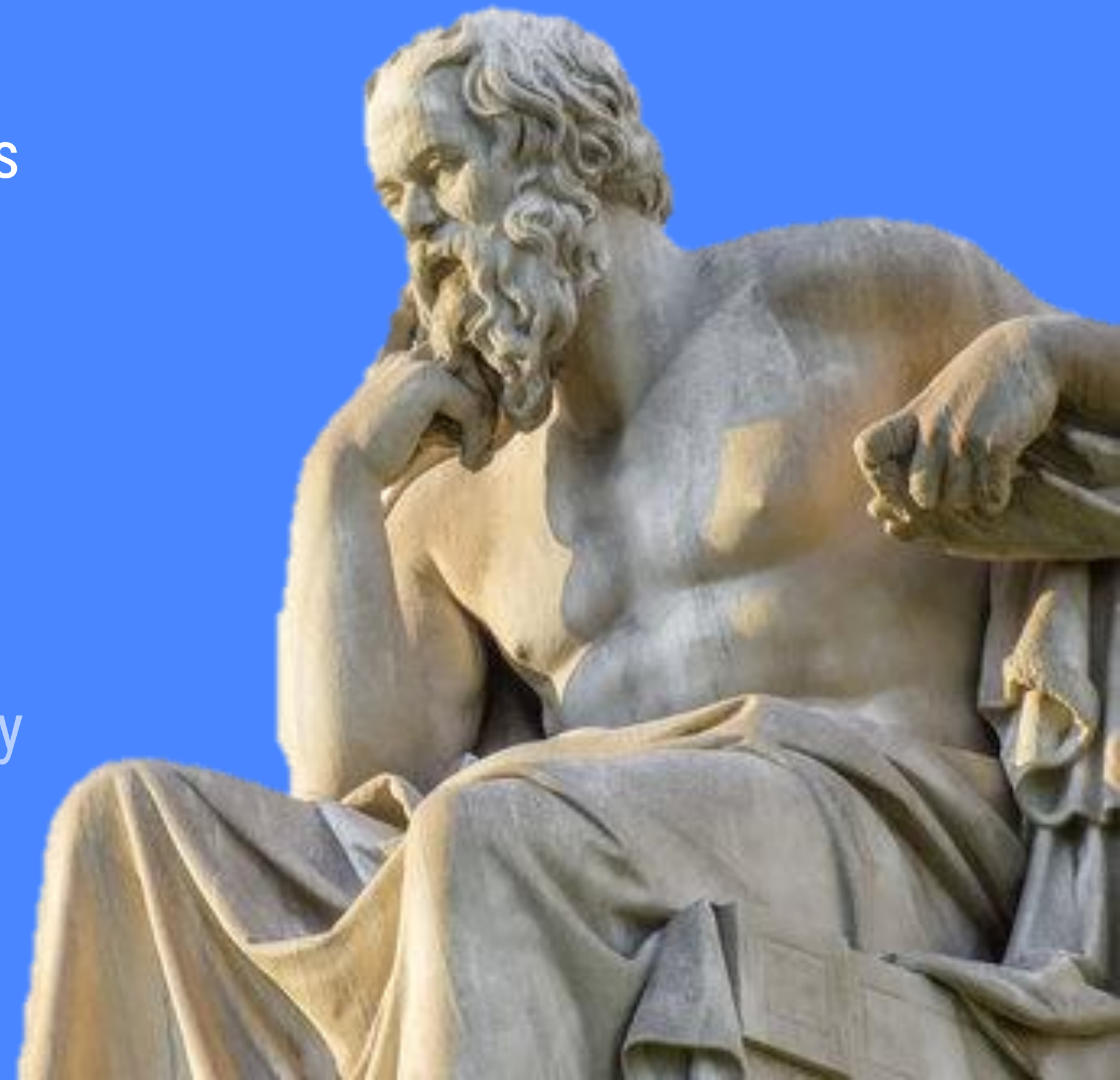
- 1- Management support/involvement
- 2- Employees participation

# Blended learning → flipped classroom



A **flipped classroom** is an instructional strategy and a type of blended learning. It aims to increase student engagement and learning by having pupils complete readings at home, and work on live problem-solving during class time. This pedagogical style moves activities, including those that may have traditionally been considered homework, into the classroom. With a flipped classroom, students watch online lectures, collaborate in online discussions, or carry out research at home, while actively engaging concepts in the classroom **with a mentor's guidance.**

*wikipedia*





?

# Apply to cybersecurity awareness?

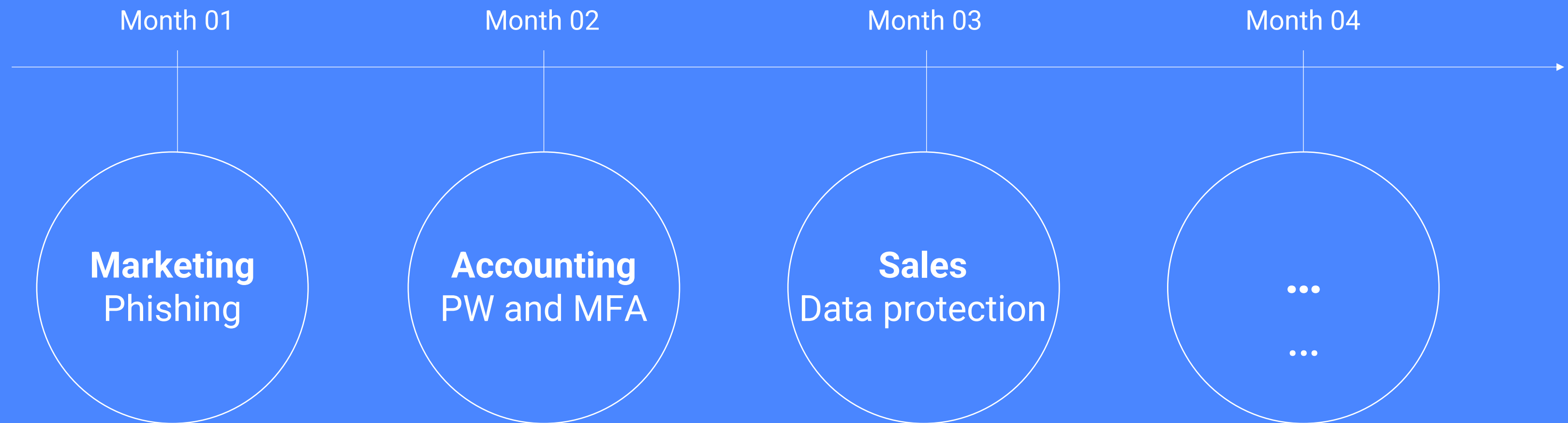
# Flipped classroom for awareness

## You give:

- Subject
- Support
- Validation

## They do:

- Research
- Simple message
- Creative concept
- Campaign/promotion
- Evaluation

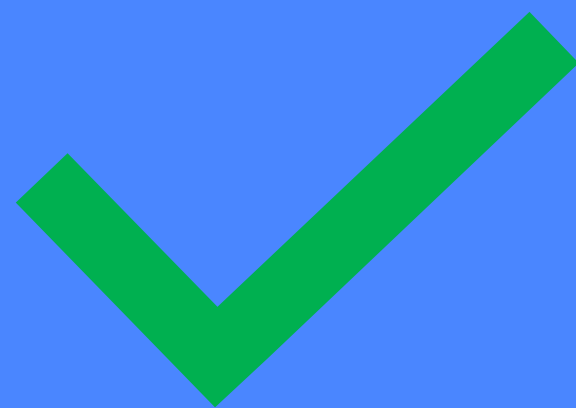






# For what company?

# SME



# Big Cities





How to  
**Do it**



# BUILD A PLAN

Create yearly plan adapted to your  
needs with topics and goals





# MANAGEMENT BUY-IN

Option 01: pilot  
Option 02: full program

# RECRUIT/ASSIGN TEAMS

Find volunteers (teams)





# APPLY PLAN

Start employees  
awareness creation



# MEASURE, ADAPT AND CELEBRATE

Publish results  
Distribute prizes

- *Best campaign*
- *Best creation*
- *Most secured team*

Would you do it ?

「thank you.」