PHISH ME – PHISH YOU

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The Hook. . .

**Problem:** We seem to be caught in between “Compliance focused” step and “Promoting Awareness & Behavior Change” step of the Security Awareness Roadmap model

**Solution:** Using a commercial tool – mandated to conduct regular phishing exercises

**Outcome:** Increased reporting AND. . . We haven’t achieved a cyber awareness culture due to varied results
The Line...

- Phishing line experience
  - Tried different scenarios

- Setting a baseline
  - Click only vs. Attachments vs. Data Entry (not used)
  - Education page – identify authenticity, no reprisal, computer not at risk, education on risk of clicking, and reporting instructions
Metrics

Phishing Trends

- Recipients
- Clickers
- Repeaters
- Reporters

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The Sinker. . .

What have we learned?
1. Keep on phishing, share results, continue education, have a policy/procedure in place
2. Make it easy to REPORT—
3. Make it personal. . .incentivize good behaviors
Don’t Thank ME, Thank YOU