About Me

Chrysa Freeman – Phishing Since 2010, Different Lakes

Big Lake
• In business 50+ years
• Retail Industry
• Fortune 500
• Breached in 2013
• Longer tenured workforce

Smaller Lake
• In business 13 years
• Software start-up
• Private
• Less hierarchy and politics
• Younger workforce < 10 yrs
You Can't Choose Your Lake – Choose Your Tackle

• **Culture**
  – Demographics
  – Leaders of the phish

• **Execution & Results**
  – Templates
  – Timing
  – Metrics

*What I learned managing phish programs at a very large company and a smaller start-up.*
My Lakes

Big Lake

Smaller Lake

GOAL: Education
Big Fish, Little Fish, Old Fish, New Fish

Big Lake

Resistant Fish

- Needed lots of context upfront
- Education NOT trickery

Smaller Lake

Agile Fish

- Didn’t need a head’s up
- Understand real world risk
- Gamification? 😊
Fish Stories

Big Lake
• Whaaaaat??
• Whyyyyyy?

Small Lake
• No problem
• Makes sense
• Is this a test???:)
Rules of the Lakes (Leadership)

- Templates
- Audiences
- Frequency/Timing
- Metrics
  - Click rates
  - Reporting
My Tackle Box Now

Think like a smaller start-up

• Know your lake & fish
• Don’t over complicate
• Phish, phish, phish
Questions

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