

International Security Awareness Programmes

When planning security awareness programmes that are going to be rolled out to employees in different countries, you have to consider their cultural background to be successful. Security awareness is all about communication and people communicate differently. So here are some ideas on how to improve your international security awareness programmes:

In General

- Involve people from the subsidiaries / departments abroad in the development process. They know their own culture best!
- If this is not possible, use localization services. At least, you should provide a translation of the material.
- Continuously train “intercultural communication”.
- Consider intercultural differences especially within printing materials and different media. E.g. the meaning of colours or pictures... - there are many cultural style guides available:
 - <https://www.shutterstock.com/blog/color-symbolism-and-meanings-around-the-world>
 - <http://www.empower-yourself-with-color-psychology.com/cultural-color.html>
 - <https://www.huffingtonpost.com/smartertravel/what-colors-mean-in-other-b-9078674.html>
- Be open-minded!

Especially from a German / British Point of View

- Focus on groups: Include more group tasks and focus on the targets of groups instead of individuals. Plan more time for your sessions to become a member of the group. Do LARGE talk, small talk may not be enough.
- Adjust your communication style: Other countries communicate less direct. So have your texts translated by locals and also trainings executed with their help.
- Consider different attitudes towards rules and regulations: Visualize rules by implementing «what happens, if...»-scenarios and practical tasks.

One option

Develop a toolbox, so each location can choose the materials that fits best. Provide documents in an open format to let them adjust and personalize them.

Angela Baudach at SANS EU Security Awareness Summit

DXC Technology

angela.baudach@dxc.com – Feel free to contact me and share your experiences!