Wait, Did I Just Learn Something?
Using experiential learning to create dynamic awareness campaigns

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Agenda

What’s good?

Problem statement

Overview of awareness program methodologies

How to create impactful awareness programs through experiential learning

How to make these programs successful

Experiential learning program impact

Takeaways & action items
We provide lots of education and information, but our employees’ behavior isn’t changing

I’d like to move beyond trainings and phishing, but I don’t know what to do

My company is global
How to Approach Awareness Programs
The why, the who, the how

Identify key risks/behaviors

Establish up front:
- Objectives
- Audience
- Strategy/tactics

Align with your culture

Promote! Use multiple channels

METRICS!
Overview of Awareness Program Methodologies

Compliance-based awareness campaigns

Impactful awareness campaigns

- Experiential learning
How to Pull This Off...
What is Experiential Learning?

Learning through experience -- encourages reflection about the experience
● Random activity vs. activity where participants process information

Goal: Develop new skills, attitudes, ways of thinking

What makes it experiential learning?
● Balanced content with activity
● Participants learn by doing it themselves
● Participants should “reflect”: Connect the activity to themselves and the world and understand how it fits into a bigger picture
● Full immersion
Developing an Event Plan

Consider your employee population - risks, behaviors

Where does experiential learning complement learning in a larger campaign?

What will make employees reflect on their own behaviors?

Flesh out activity plan: Tactics, timeline, budget, promotion
Metrics, Metrics, Metrics

Start planning what data to collect in program planning stage

Use quantitative and qualitative data
- Anecdotes are good for supplementing! Not your core data.

Find impactful event metrics
- Attendance count
- Promotion marketing data
- Social / online community engagement
- Post-event surveys and feedback from attendees
Examples
Phishing Event in HQ Lobby
Goal: Drive employees to engage with training materials

Interactive online activity and internal training module

Magnetic “phishing”

Engagement table with fish-themed snacks, stickers, postcards

Ben & Jerry’s ice cream cart serving Phish Food ice cream
Phishing Event in HQ Lobby

What we did
Phishing Event in HQ Lobby
What we did
Phishing Event in HQ Lobby

Promotion

91% of successful cyber attacks start with phishing... YIKES!

Digital signage

ONE PHISH, TWO PHISH, DONT GET PHISHED...

Join our webinar to learn more about phishing attempts on Salesforce employees (yes, you!) and how you can avoid getting hooked.

Register Now

Internal site banner

DON'T GET FOOLED BY PHISHING

Test your knowledge:

Trailhead: sfdc.co/phishing

Internal social promotion

Salesforce West – Cassie Clark
Edited 3h ago:
One phish, two phish, don't get phished...

Come catch a phish at our fun lobby event today, Oct. 23 from 11:30am - 1:30pm in Salesforce West lobby! Catch a fish in our pond and get some Phish Food ice cream from the Ben & Jerry's cart. There will also be a cool interactive activity where you can build your own phishing email, as well as treats and stickers, of course. See you there!
Phishing Event in HQ Lobby
Impact: What behaviors are we driving towards?

Reporting rates from phishing test

Completion of online interactive activity and internal Salesforce phishing course

Engagement on social feeds about event

Attendance & engagement at employee lobby event
Dreamforce Security Game Show

Goal: Humanize security for customers and showcase Salesforce’s commitment

“The Game Show is the most engaging activity happening in the Trailhead Zone this year.” - Customer feedback
Dreamforce Security Station
Promotion and impactful giveaways

Welcome to the Security Station
Meet with Salesforce security experts.

Check in at our welcome desk to learn how to protect your Salesforce data – whether you’re an administrator, developer or other role.
Dreamforce Security Game Show
Impact: What behaviors are we driving towards?

Interactions at our demo booths and welcome desk

Attendance scans at Security Game Show

Anecdotal feedback during event

Post-event survey and feedback from customers and employees
Impact of Experiential Learning Events

Great way to engage employees through interactive experiences

Encourages employees to reflect on their own behaviors and see the bigger picture of security

Identify impact of each activity by collecting impactful metrics
Takeaways
Now what?

Think about where experiential learning could enhance your awareness program

Start building an event plan

Talk to your CISOs
- Quick, concise (bullet points) information
- Include metrics! Prove your success.
Questions?

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thank you