“Carefully Building Leadership Support for your Program”

August 2019
Janet Roberts
Global Head of Security Education & Awareness (SEA)

Global Information Security
Who am I...and Why am I taking on this topic?

When I was a child I thought I would be....

Instead, I became...

A Security Awareness Professional!
Why is Leadership Support important?
Because Leaders make decisions that can benefit you.

- Need Money?
- Want to be heard?
- Good ideas going nowhere?

Why listen to me?

© Zurich
Icarus and Getting close to Executive Leadership
The Journey from “Who are you?” to “Ask Janet?”

Why does nobody listen to me?

Risk Management

Communications

Compliance

CISO & BISO team
Who is Leadership and how do you approach them?
Just a few examples...

Information Security for Executives

Security Education & Awareness at Zurich Insurance
Focus: Phish Simulation Training

March 2019
Janet Roberts
Global Head of Security Education & Awareness (SEA)

Global Information Security

Cyber Security Awareness Month (CSAM) Overview
Janet Roberts
July 2018

Global Information Security

INTERNAL USE ONLY
## Follow-up Reporting to Leadership

### 2017 Phish Training

<table>
<thead>
<tr>
<th>Regions</th>
<th>Avg. click</th>
<th>Avg. reporting</th>
<th>Comments*</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMEA</td>
<td>0%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>APAC</td>
<td>0%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>LATAM</td>
<td>0%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>ZNA</td>
<td>0%</td>
<td>-</td>
<td>Phish reporter button deployed</td>
</tr>
<tr>
<td>Farmers</td>
<td>0%</td>
<td>-</td>
<td>Phish reporter button deployed</td>
</tr>
<tr>
<td>All Employees</td>
<td>0%</td>
<td>-</td>
<td>Includes both targeted and all employee campaigns</td>
</tr>
</tbody>
</table>

### SEA Results
- **2017 Annual training completion rates:**
  - ____% 
- **2016-2017 Phish training**
  - 6 all employees phish training; 5 targeted training of high risk groups
  - 2016 average click rate ____%; 2016 average reporting rate ____%
  - 2017 average click rate ____%; 2017 average reporting rate ____%
- **2017 Information Security Awareness Teams**
  - ~32 teams globally delivering education
- **SEA Collaboration site**
  - 21,387 views of the ISA Video Series and Security Aware in 2017
  - 495 tip sheets downloaded in 2017
  - 10,620 page views of the SEA Collaboration Site in 2017

### Additional points to be considered
- FB @ Workplace – ____ active participants; ____% posted messages; ____% liked our messages
- Phase II gamified learning in production
- Annual security awareness training now provided in first 30 days of New Hire tenure
- 4 targeted training modules in phishing & social engineering launched via LMS. Promotion by IS Awareness teams begins 1/2018
- Materials to IS Awareness campaign teams to continue in 2018
Follow-up reporting: 2018 Initiatives

Training via LMS
- Annual training CBT
- Targeted training modules
- Gamified learning
- New Hires receive training in first 30 days
- Supplementary training for repeat clickers of phish training program
- Annual training – Process to deliver to third parties provided to business units for implementation

Phish Simulation training
Global
- Click rate – lowered by _____% globally from 2017
- Reporting rate - increased by _____% from 2017
- Working to streamline process and reporting
- Desktop Phish reporter button nearly completely installed globally

SEA Collaboration Site (ZNET)
- ISA Video series (running through cloud vendor)
- 45 + tip sheets
- Phishing education pages
- GIS Facebook @ Work

SEA Program Additions
- 32 ambassador teams globally to distribute materials every month
  - Two security topics each month
  - Customizable materials
- 2018 Cyber Security Awareness Month delivered
- ExCo Security Awareness training booklet and duplicate booklet for BoD created
- Executive mobile training module created
- Whiteboarding educational videos created
How long does it take to go from A to Z?

**Strategy:** embed security aware behaviors into the company culture in a way that ensures employees are like “human sensors” consistently making good, security focused decisions in their day-to-day work.
32 Global Ambassador teams will receive:

- Newsletter articles
- Tip sheets
- Whiteboarding videos
- Web Banners, posters & buttons/stickers
- Links to ISA Video Series
- **New!** Detective Burr chat bot on FB @ Work
- In-person escape room instructions
- **New!** Digital Escape room link & instructions

### Week 2019 CSAM Theme

<table>
<thead>
<tr>
<th>Week</th>
<th>2019 CSAM Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Smart Devices</td>
</tr>
<tr>
<td>Week 2</td>
<td>Why Reporting Matters</td>
</tr>
<tr>
<td>Week 3</td>
<td>Mobile Payments and Smishing</td>
</tr>
<tr>
<td>Week 4</td>
<td>Working with Third Party Vendors</td>
</tr>
</tbody>
</table>

*All weekly themes and escape room learning topics were created in partnership with CFC’s Cyber Threat Intel team to meet Zurich specific risks areas*
Cyber Security Awareness Month (CSAM)

Online Escape Room –

2019 CSAM endeavors to reach more employees, especially those who are remote workers, with digital learning!

The Mysterious Case of the Mad Hacker: A Cyber Security Investigation

3-level eLearning game* asks employees to play detective and solve cyber crimes while learning about:

• Loss of laptop/asset
• Spear phishing
• Business email compromise (BEC)

Game will be available in 9 language translations (English, Spanish, French, Italian, Simplified Chinese, Portuguese (Brazilian), Turkish, Japanese & Bahasa)

*available only through the Learning Management System (GLMS)
Articulating your message for support

- Vision
- Case for Change
- 3 Options
- Biggest Risks
- WIFFU
- Recommendation
You’re the Expert – you climb the mountain.
Action Items for You!

1. **Building relationships vs. building partnerships** – you need both. So what’s the difference?
2. **Tune in to what leadership is focused on**, what are their pain points, where can you show progress?
3. **Display what you’re doing in a concise, 2-slide deck**
4. **Be prepared to discuss and educate about your program.** Have an elevator speech and a strategy
5. **Be nice, but be firm in your strategy and your decisions**
Questions?