Security Awareness
Collaboration and
Communication

Alexandra Panaretos, CSAP
How I got here
Trust is the new currency to derive value and loyalty.
It’s time to put the HUMANITY back into the Human Element of Security
• Fine
• Nothing
• Do what you want
Security Awareness is not a sprint...

It is a marathon full of potholes
Plan 1
Design your team of trusted partners

- Security Team(s)
- Communications, Marketing & Public Relations
- Human Resources
- CISO
- Legal
## Trust by design

**Objective**
- **WHAT** are you doing?
- **WHY** are you doing it?
- **WHEN** does it happen?
- **WHO** is involved?
- **HOW** are you doing it?

**Agenda**
- **WHAT** is in it for me?
- **WHY** am I involved?
- **WHEN** do I need to do something?
- **WHO** of my group is impacted?
- **HOW** much of my time do you need?

**Anticipate**
- **WHAT** limitations they have
- **WHY** they will say NO
- **WHEN** you will need them
- **WHO** can if they can’t
- **HOW** much money and resources you need for the basic level of success
The lifecycle of awareness and training programs
Expectations
AWARENESS ≠ TRAINING
If you touch a hot stove, you will get burned

Call Employee Health if you have questions

This *is* awareness.

This *is not* training.
How to protect yourself against burns at home

A stove and oven are a necessary item. We use them on a daily basis for small meals and large meals alike.

- The stove is a critical component of the household and life would be hard without one.
- Life can be dangerous if you are not practicing safety and caution while using a stove.
- Turn off the stove and let it cool before touching it.
- If you have questions on how to turn it off, read the instructions.
- Call maintenance if you need to know if the stove is hot or not.
- If you have touched a hot stove, visit employee health to have your burn bandaged.
- You must earn 2 CPEs for the Stove module on your employee portal.

This *is* training.

This *is not* awareness.
Dear Colleagues,

I am excited to announce the launch of COMPANY PROGRAM, a new platform for information security awareness led by the Chief Information Security Officer (CISO). PROGRAM is aimed to help educate the community about common information security risks, such as phishing (fraudulent emails aimed at tricking the recipient into divulging confidential information or clicking malicious links).

Through PROGRAM, you will have access to a range of learning opportunities designed to keep you up-to-date with the latest information security best practices, inform you about information security risks and how you can avoid or mitigate them.

Our Ask of You

1. Visit the PROGRAM homepage (https://LINKTOCLICK.com) and enter “PROGRAM” in the search bar at the top of the page.
2. Access and complete the new & improved information security module
3. Play “PHISHING” game and watch available training videos

Over the coming months, the PROGRAM team will provide you with more information about additional information security training opportunities. If you have any questions or comments about this program, please contact the team at PROGRAM email address.

Sincerely,
Reality
Think before you ink
You can tell when something seems off.

TRUST YOUR GUT

Report anything suspicious to Information Security at
You know trustworthy when you see it.

TRUST YOUR GUT

Report anything suspicious to Information Security at
You can tell something’s not going to end well.
Report anything suspicious to Information Security.
Takeaways: Do your homework

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1. Define what Security Awareness is for your organization
2. Research programs that are successful in your organization
3. Identify the “friendlies” in your organization
Thank you!

Alexandra Panaretos, CSAP
Americas Cybersecurity Lead for Security Awareness and Training, Advisory | Risk

Tel +1 502 585 6580
Mobile +1 210 262 6953
Email alexandra.panaretos1@ey.com