Agenda

- 2019 Awareness Report
- SANS Security Awareness Professional (SSAP)
- New SANS Course - MGT521
Key Stats

- 5th annual report (longitudinal study)
- Partnered with American University
- Over 1,500 respondents from around the world
Security Awareness Maturity Model

- Non-existent
- Compliance Focused
- Promoting Awareness & Behavior Change
- Long-term Sustainment & Culture Change
- Robust Metrics Framework
Time Spent on Awareness

TIME SPENT MANAGING SECURITY AWARENESS

<table>
<thead>
<tr>
<th>Amount of time dedicated to awareness programs</th>
<th>Percentage of Respondents</th>
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<tbody>
<tr>
<td>0</td>
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<tr>
<td>1 - 25%</td>
<td>50</td>
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<tr>
<td>20 - 50%</td>
<td>30</td>
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<tr>
<td>51 - 75%</td>
<td>10</td>
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<tr>
<td>76 - 99%</td>
<td>0</td>
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<td>100%</td>
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Security Awareness Titles

- **81 Security Staff**
- **116 InfoSec Manager/Director**
- **48 CISO**
- **44 Network Administrator**
- **134 InfoSec Staff**
- **22 Security Manager/Director**
- **57 IT Staff**
- **28 Risk Manager/Director**
- **28 Risk Staff**
- **35 Engineer**
- **2 Communications**
- **5 CIO**
- **3 Audit**
- **1 Cyber Evangelist**

SECURITY AWARENESS POSITION TITLES
Key Action Items

- At least two FTEs
- Title
- Leadership Support – Peer Pressure
- Partnerships
- Know Your Biases / Soft Skills
- Champion
Resources

- Metrics Matrix
- Maturity Model Indicators Matrix
- Presentation for Leadership
- Job Description
- NIST NICE Awareness Work Role
SANS Security Awareness Professional
What is the SSAP?

The SANS Security Awareness Professionals is a new, industry-recognized credential offered by SANS.

The SSAP credential is earned by taking MGT 433, and then sitting for and passing the exam to acquire a digital badge – which can be displayed on any professional network.

To obtain this credential you start by taking MGT433: SANS Security Awareness: How to Build, Maintain, and Measure a Mature Awareness Program.
Why Acquire the SSAP Credential?

Because you WILL have certified proof that you are a security awareness rock star.
What’s involved in the SSAP?

- Anyone who has taken MGT433 qualify for the SSAP. It costs $599.
- You get one practice test.
- The test is 50 questions long, 2 hours to complete at a proctored facility.
- Offered in a digital badge that you can place on any professional network, your resume, etc.
- The credential lasts for four years.
- For alumni, who want to take MGT433 again, there is a special code for 50% off. To get that code, please contact: info@giac.org.
Driving Cybersecurity Change – Establishing a Culture of Protect, Detect and Respond

- New SANS Two-Day Course
- Beta class 12/13 November in Washington, DC
A Focus on Culture – Change Management

- Defining and measuring culture
- Different models for changing culture (ADKAR, SATIR, Kotter 8 Steps)
- The fundamentals of motivating, enabling and implementing change
- Communicating to leadership about change
- Seven interactive labs
Applies Not Just to Awareness . . . But

- All elements of cybersecurity
- Deploying training program for DevSecOps
- Improving vulnerability management capabilities
- Building Incident Response or SOC teams
Designed For:

- Senior security awareness officers
- Chief Security Officers
- Chief Risk Officers / Risk Management Leaders
- Senior Security Managers leading large scale security initiatives
- Security Architects