Shift from FUD to Fun

How to Use Fun and Games to Make Your Security Awareness Program a Success

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What’s the problem?
“...a growing body of research suggests that, when used effectively, classroom comedy can improve student performance by reducing anxiety, boosting participation and increasing students' motivation to focus on the material.”

—How Laughing Leads to Learning
“What is this, a big joke?!”

Push back.

- It’s funny if it’s relevant.
- Challenging fun is the most rewarding.
- Fun increases engagement and motivation.
- Effort increases learning.
- Laughing leads to learning.
“What is this, a big joke?!”

Examples:
Pushback #2

No one is going to think this is funny.

“But it's not all fun and games [...] to be effective, comedy must complement—and not distract from—course material. In fact, instructors who use distracting or inappropriate humor can actually interfere with students' learning [...]”

—How Laughing Leads to Learning
"No one is going to think this is funny."

Push back.

- Keep your humor constructive.
- Use humor to reinforce the message.
- Try it out on your liaisons first.
- Verify that your humor translates and isn’t offensive.
- Keep your own sense of humor.
“No one is going to think this is funny.”

Examples:
Pushback #3

We don’t have time or money for that.

“Effective does not have to be expensive.”

—Mary Dziorny
“We don’t have time or money for that.”

Push back.

- Fun doesn’t have to be pricey.
- Fun should be an alternative, not an add-on.
- Can we afford not to do it?
“We don’t have time or money for that.”

Examples:
Push back.

- Be engaging & entertaining
- Be fun responsibly
- Be resourceful

You got this.

Start here:

1. Evaluate your current activities and look for areas that could benefit from a little fun.
2. Brainstorm and get creative!
3. Get your facts together. Make a plan and gather supporting data that will resonate with leadership.
4. Pitch it to your leadership. *We’ve given you the ammo to push back if necessary.*
5. Make it happen!
Contact me:

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