Online Digital Scavenger Hunt

Engaging Security Awareness with Global Impact
Laney Cannon

Program Coordinator, Product Security & Standards at Citrix

Background: Communications, Marketing & Anthropology
I stand upon my desk to remind myself that we must constantly look at things in a different way.
2 + 2 = 4
Security Awareness Summit 2019
San Diego, CA | Mon, Aug 5 - Wed, Aug 14, 2019

Security Awareness Summit &
Training 2019

• Enjoy interactive talks, workshops, and information sharing sessions
• Take advantage of closely aligned SANS information security courses
• Interact with fellow awareness professionals during exclusive networking events
Digital Security Scavenger Hunt

Unlock Your Security Knowledge!
What's that?

Traditional Scavenger Hunt Model

Made Digital

Global AND Engaging Security Awareness Training
Talk Data to Me

Is including your remote or globally dispersed employees *really* that important?
How often do people work remote?

- **16%** one day per month
- **21%** more than 1 day per week
- **13%** one day per week
- **18%** always

*Owl Labs: State of Remote Work*
Have I Convinced You Yet?

How-to: Digital Scavenger Hunt
Set Up / Ground Work
Set Up:  When

OWN
SECURE
PROTECT

OCTOBER
2019
National Cybersecurity Awareness Month
#BeCyberSmart
Set Up: Where
Set Up: Comms


Oct 08, 2017

💬 3 comments  🔴 12 likes • unlike

Show off your knowledge about cybersecurity and the Global Security Organization, and win prizes! During October, to celebrate National Cybersecurity Awareness Month, we are hosting an online scavenger hunt. Each week, one of you will receive a $25 Citrix Shop gift certificate and there will be an overall winner at the end of the month that receives a $100 Citrix Shop gift certificate.

How to participate:
Set Up: Who

- Internal Communications
- Intranet/Web Team
- Security
Employee Experience
If you were participating... Joined our company’s general Slack Channel
If you were participating...

Laney Cannon 9:27 AM
Hopefully you never have to 'Report a Potential Issue' or 'Make a Security Request' but if you do, you'll find today's Security Scavenger Hunt clue there. 🕵️

Where we dropped daily “clues”
If you were participating...
The Global Technology & Security (GTS) team diligently identifies, monitors, and assists in preventing threats to Citrix business operations. GTS focuses on understanding the technology and security needs, as well as emerging trends, to proactively address risks of the company, the employees, and our customers.

Learn more about the Global Technology & Security Organization.
If you were participating...

* What does the acronym NCSAM stand for?

* Full name:

Add Full name:

* Citrix email:

Add Citrix email:

Choose a file
Implementation in 3 Steps
Where

1 Decide *where* you will engage your audience

- Where are you posting clues?
- Where are you leading them?
Implementation in 3 Steps

2. What

Decide *what* you want your audience to know or find:

- Location
- Knowledge
What we did: BOTH

Laney Cannon 12:47 PM
Since it is Friday, we're going to keep today's Security Scavenger Hunt clue easy! Here is exactly where to find it, you may just have to do a bit of reading 😊 https://backstage.citrix.com/inside-citrix/news/articles/2017/aug/protection-yourself-at-home-and-at-work-passwords.html

Laney Cannon 9:05 AM
The last day of 'Summer' has come and gone, but this 'Reading List' is still full of good Security information. Find today's Scavenger Hunt Question there. 🤪 (edited)

Laney Cannon 9:27 AM
Hopefully you never have to 'Report a Potential Issue' or 'Make a Security Request' but if you do, you'll find today's Security Scavenger Hunt clue there. 🤪
Implementation in 3 Steps

3

**Incentive**

Decide how you will entice your audience to participate

- What will be “winning”? Highest participation? Most correct answers?
- **Prize(s)**
At what cost?
Our Incentive
Lessons Learned

- Design Thinking
- Data Driven
Design Thinking
Stanford d.school Design Thinking Process

**Empathize**
- Interviews
- Shadowing
- Seek to understand
- Non-judgmental

**Define**
- Personas
- Role objectives
- Decisions
- Challenges
- Pain Points

**Ideate**
- Share ideas
- All ideas worthy
- Diverge/Converge
- “Yes and” thinking
- Prioritize

**Prototype**
- Mockups
- Storyboards
- Keep it simple
- Fail fast
- Iterate quickly

**Test**
- Understand impediments
- What works?
- Role play
- Iterate quickly

[https://dschool.stanford.edu](https://dschool.stanford.edu)
“Data Driven”
• Password Changes
• Test the same question at the beginning & end
Take-aways so **YOU** can have a digital scavenger hunt

- Find where your employees are engaging
- Prove your results through Data
- There must be an incentive
- Use Design Thinking to uncover your “real” problem areas
- Global training can be inexpensive AND engaging
YOU WORK FROM HOME!
AND YOU WORK FROM HOME!

EEEEEEEEEBODY WORK FROM HOME!!!!
Digital Security Scavenger Hunt

Unlock Your Security Knowledge!