INTRODUCTIONS

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BEHAVIOR CHANGE THAT STICKS

3 Basic Steps to Change the Behaviors of Your “Picky Eaters”
**THE JOURNEY**

**The Challenge:** From “Hell’s Kitchen” to Michelin Star: Changing the habits of half a million (very) picky eaters and living to tell the story.

- Annual 3 hour training
- Supplemented with quarterly campaigns
- Comprehensive behavior program with continuous engagement

IS ADVOCATES
GETTING KIDS TO EAT HEALTHY ISN’T EASY
MAKE BEHAVIOR CHANGE...

MANAGEABLE. PERSONAL. FUN.
Bite-Sized is the Right Size

Kids don’t eat salads as a main course.

Portion out training into 5-10 minute activities throughout the year, rather than a single event.

MANAGEABLE. PERSONAL. FUN.
HACKER LAND

07:23
Episode Eighteen, Hacker Land: Cyber-Chaos!

07:53
Episode Seventeen, Hacker Land: Working the Dark...

06:55
Episode Sixteen, Hacker Land: Weaving a Dark Web!

07:39
Episode Fifteen, Hacker Land: Whose Side Are You...

07:39
Episode Fourteen, Hacker Land: Weak Links!

29:20
Hacker Land Season Three

MANAGEABLE. PERSONAL. FUN.
Sell the Benefits

Kids will play along if it means they will grow up “big and strong”.

“What’s in it for me?” is the first thought of your audience.

MANAGEABLE. PERSONAL. FUN.
Charitable Giving attacks are common during the holiday season or during times following natural disasters. Social engineers pose as legitimate charities or fundraising companies to trick you into donating through malicious links or attachments. Recently, social engineers sent malicious attachments asking recipients to validate payments that weren’t even made!
Tailored for your People

Every kid is different, so cater to their tastes.

Customize campaigns for the culture of your company.
Use logic to serve material geared towards specific roles.

MANAGEABLE. PERSONAL. FUN.
SELECT THE OFFICE LOCATION THAT YOU MOST FREQUENTLY WORK IN

DELIVERY CENTER

ACCENTURE OFFICE

CLIENT OFFICE

MANAGEABLE. PERSONAL. FUN.
Lead by Example

Kids imitate their parents, especially when it comes to eating habits.

Leadership at every level must go beyond prefab emails, instead modeling the ideal behaviors in their everyday work.
Medium Matters

Veggies go down easier in a smoothie or a soup.

The best training doesn’t feel like training.
Work to embed the change in the company culture, and your people will get on board.

manageable. personal. fun.
Daily tasks
Practice via simulation with constructive feedback

Simple but high-risk
Dramatic scenarios with live actors

Complex, infrequent, future
Infographic or webpage

MANAGEABLE. PERSONAL. FUN.
PROTECTING ACCENTURE

INFORMATION SECURITY ADVOCATE

363.784

SUPER HACKER LAND

Your next challenge is to show you can be trusted to securely share information in Microsoft Teams.

As you drive along the road, read each question and use your keyboard arrows or your mouse to choose the lane with the correct answer.

FINAL RESULTS

125

125 out of 150 points

Your information security practices are more secure than:

65% of Accenture employees
80% of Accenture employees in your geographic site

MANAGEABLE. PERSONAL. FUN.
MANAGEABLE. PERSONAL. FUN.
1. MANAGABLE: Approach change one behavior at a time.

2. PERSONAL: Get attention by thinking first about individual change, not corporate change.

3. FUN: Make it enjoyable – a game/contest, a raffle, or simply an exciting communication template.