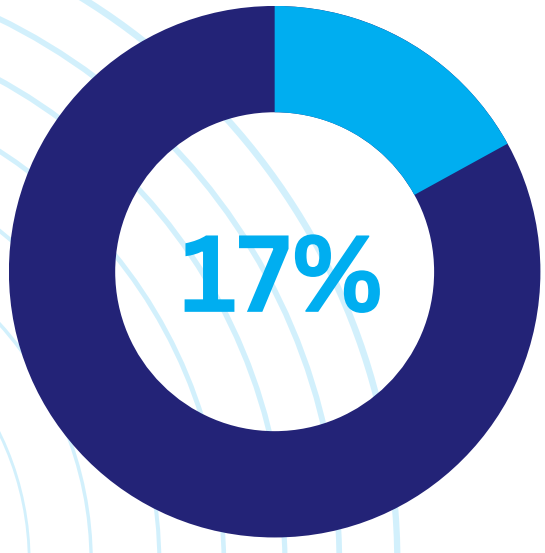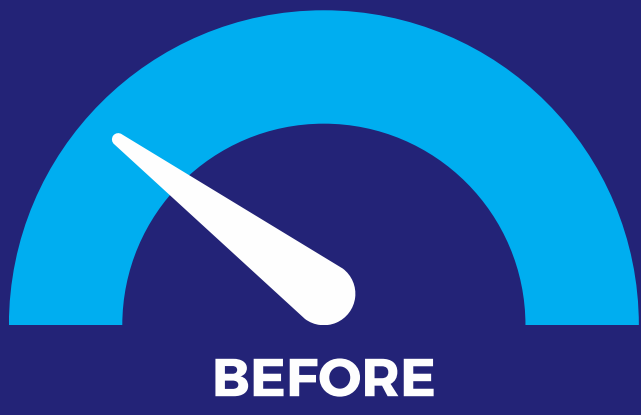# HOW EFFECTIVE
IS CYBER SECURITY AWARENESS?

17%

Despite 90% of data breaches being caused by human error, only 17% of businesses support their employees with cyber security awareness training.

Employee confidence in identifying threats:
BEFORE TRAINING VS. **AFTER** TRAINING

BEFORE

AFTER

Studies have found that effective cyber security awareness training can **reduce the risk of an attack by 50% within the first 12 months...**

... BUT HOW DO YOU MAKE IT EFFECTIVE?
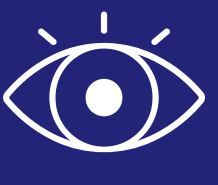
Keep it regular

Studies suggest employees will strat to forget training after 4 months

38% Many employees choose to train employees on a monthly basis

Keep it engaging

People process visuals 60,000 times faster than text

Share information in presentations or video instead of written guides

Keep it real

Hands-on experience is a powerful way of learning and changing behaviors.

Run simulated phishing attacks to gauge understanding and build confidence