

# The ABCs of: EFFECTIVE AWARENESS PROGRAMS



Whether your boss just tasked you with starting a security and privacy awareness program, or there's an auditor breathing down your neck (or both), we're here to tell you that the creation of an effective awareness program is **not** as difficult as it sounds. Sure, it will take some effort, and likely pull you away from your flood of emails, or other "top priorities." But it's not something you should go pulling your hair out over *just yet*.

We're all about making life easier for those in the employee awareness business, so we've compiled a list of our favorite features, functionalities, and general things to consider before starting (or improving upon) your awareness program.

# A

## Agile

Your awareness program should be able to evolve, growing and addressing the areas of concern within today's world, not yesterday's.



# B

## Business Needs

Be sure that your cybersecurity and/or privacy awareness programs address any specific requirements pertinent to your specific industry.



# C

## Comprehensive

A comprehensive approach to your security and privacy awareness program is vital. It's best to cover a range of topics from phishing and malware, to physical security and more.



# D

## Data

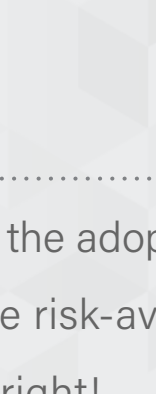
Having the ability to pull data from employee surveys and assessments is crucial to understand behavioral trends, program performance, and overall risk.



# E

## Engaging

One of the keys to program success is learner engagement. Consider courseware that appeals to the learner through an assortment of media types and interactive modules.



# F

## Feedback

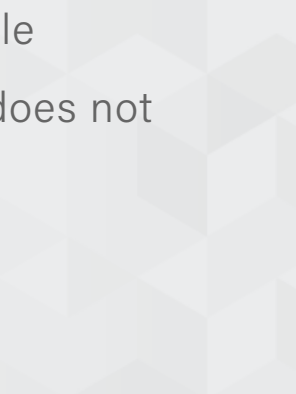
Gathering feedback (about courseware, the learning platform, and overall experience) from the learners tells you what they're enjoying and what needs improvement. Keep a happy audience!



# G

## Gamification

Capitalize on the competitive nature of humans through course gamification. Try creating challenges across the company or a specific department, or offering rewards for top performers.



# H

## Habit

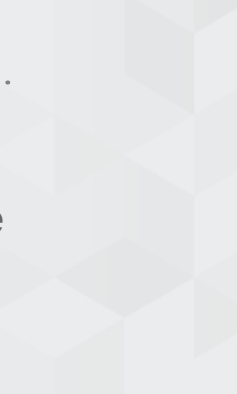
One telltale sign of an effective program is the adoption of best practices by employees. If you see risk-averse habits forming, you know you're doing it right!



# I

## Integration

Look for integrations that allow you to import learners from employee databases, connect with third-party apps, or offer a seamless experience between purchased courses and your LMS.



# J

## Jazz It Up

Have a little fun, and inject some life into your program. Videos, fun events at work, or a little sprinkle of comedy go far. Pro Tip: Training does not have to be boring.



# K

## Knowledge Base

Not every learner is going to understand the alphabet soup that can sometimes consume training courses. Consider implementing a knowledge base that breaks down these key terms.



# L

## Learning Roadmap

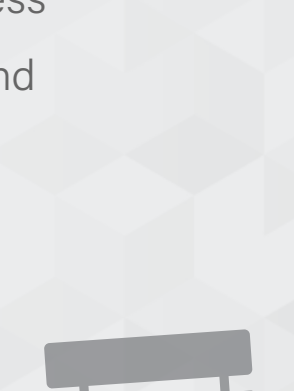
Stay organized — use a representation of learner assessments (pre- and post-), courses, and training reinforcement content to stage learning opportunities throughout the year.



# M

## Messaging

When creating course content, craft (or select) messaging that works *for* you, not *against* you. Is the message aimed at the right person, and phrased in a way they'll best understand it?



# N

## New Content

Prepare your people for the ever-evolving threats. The release of new or updated course (and reinforcement) content on a regular basis is fundamental to overall advancement.



# O

## Offload Your Stress

Don't get caught between your to-do list and a hard place. Favor a tool that can manage your roadmap automatically to save time and prevent headaches.



# P

## Privacy Regulations

There are multiple factors that can affect the laws and regulations applied to your business, such as location or industry. Meeting these requirements must be a priority.



# Q

## Qualify Partners

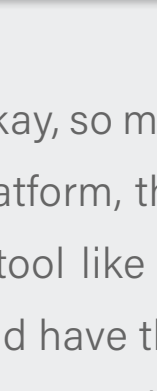
Thoroughly examine potential awareness program vendors and integrated third-party tools. Do your research on their history, security, and risk factors before signing a contract.



# R

## Reporting

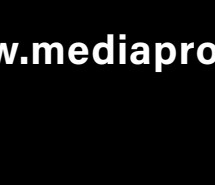
Reporting tools, which can be as simple as surveys gauging employee knowledge, will allow stakeholders to assess initial knowledge and risk, then monitor short- and long-term progress.



# S

## Semi-Annual Reinforcement

No matter the size of the program, effective awareness training includes semi-annual reinforcement. Short and interactive bursts throughout the year can seriously improve the overall success of your program.



# T

## Testing

Testing the knowledge of your employees (both prior to, and after training) will shed light on risks specific to an individual, team, or organization. Use this data to your benefit!



# U

## Understanding Role-Specific Needs

While most risks are universal, employees or teams benefit from role-specific training with information configured to their unique needs. (And don't forget about the C-Suite, either!)



# V

## Visually Appealing

We love a good PowerPoint deck, but an effective training program can't be run on slides. For better engagement (and retention) utilize tools that are visually appealing and interactive.



# W

## Why

As in, "*Why are we running an awareness program?*" Knowing the **why** will assist in attaining buy-in from company stakeholders (and staff), help shape your overall program, and set you up for success.



# X

## Xerox-Saver

Come on, people — there is no need to print a slide deck (because as discussed, we're not using decks for training, right?) Go green, and stick to the screen.

# Y

## Yearlong, Not Yearly

A truly effective program runs training and assessments throughout the course of the year, not on a once every twelve months — or worse yet, once *ever* — cycle.



# Z

## Zero Filler

Don't use filler content when creating (or selecting) courseware. Learners need content that speaks to them as individuals, and highlights risks as they pertain to them, not blanket statements.

Okay, so maybe it sounds like a lot. But with the help of the right partner and a high-quality platform, the features above are all wrapped up into one tool. To sweeten the deal, using a tool like LearningLAB by MediaPRO, you can be up and running in (actual) minutes, and have the next year's worth of assessments, training, and reinforcement automatically deploy to your teams. No muss, no fuss, and no precious time wasted.

Save me, LearningLAB